

# LIFE

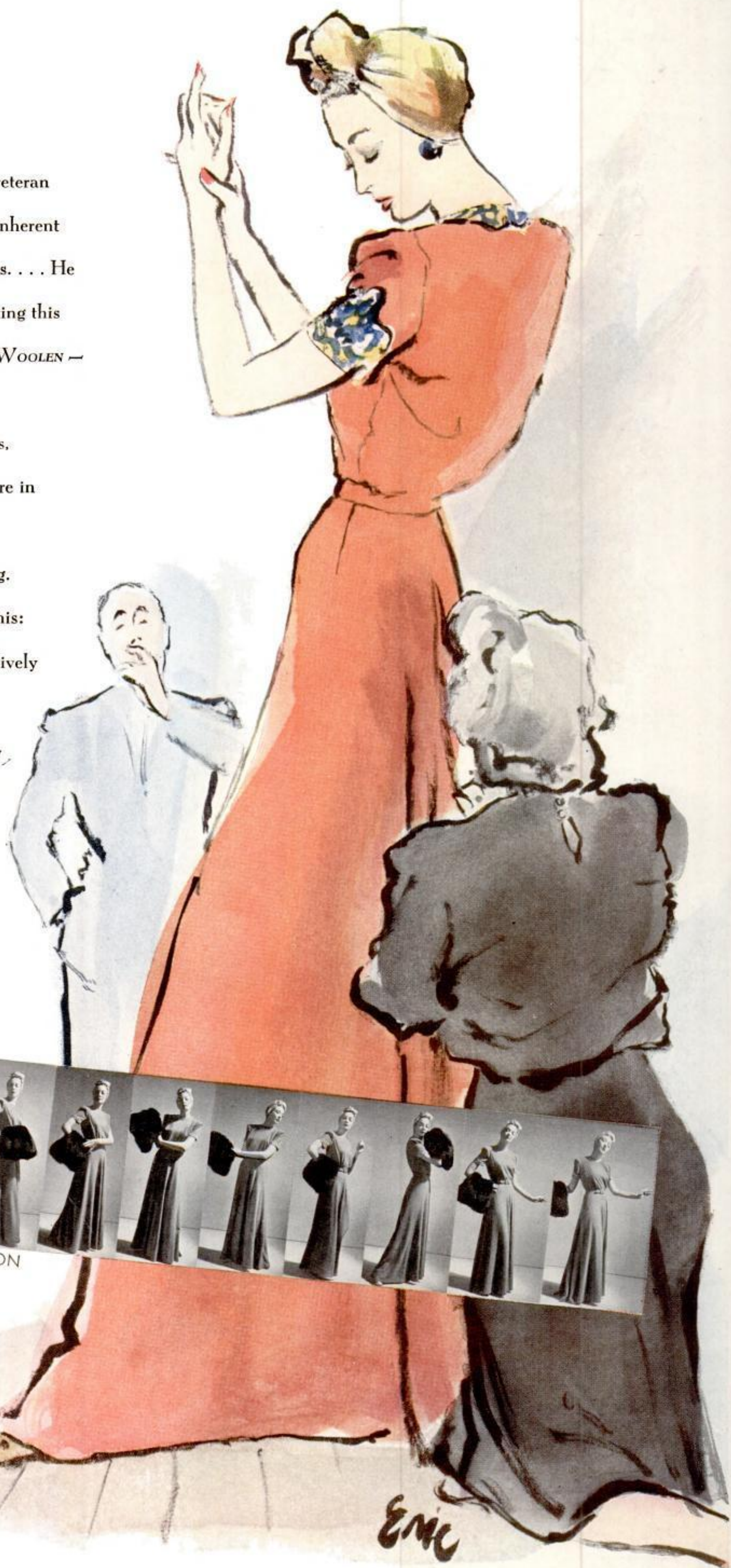
THE WINNER

NOVEMBER 18, 1940 **10** CENTS  
YEARLY SUBSCRIPTION \$4.50



## FIRST LESSON IN MODELING

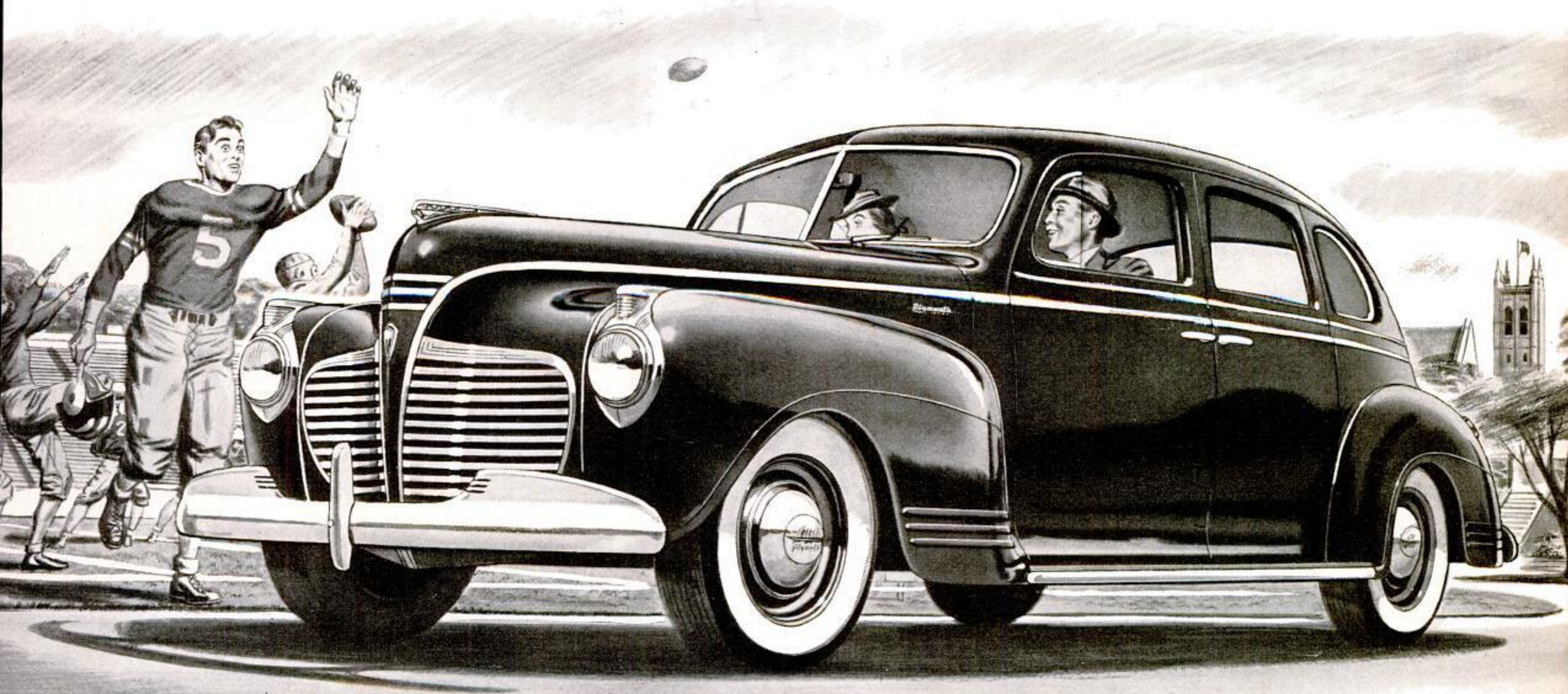
The lovely young amateur swings smoothly past the critical eye of Raymond. . . . "Parfait, mademoiselle!" applauds this veteran trainer of beautiful fashion models, as he observes his pupil's inherent grace, and the long lithe fashion lines of her soft woolen dress. . . . He doesn't know it, but a little label has simplified his task of making this radiant creature a symphony of motion. It reads: *FORSTMANN WOOLEN — 100% virgin wool*. She merely knows that she prefers suits, dresses, coats marked this way. She likes their rich, rare colors, and textures. Their sleek slenderizing fit that follows her figure in action — making it fun to catch glimpses of herself in mirrors. And they seem to fit even *more* beautifully after every cleaning. There is a reason for this lasting, unmistakable flattery. It is this: Every Forstmann woolen is 100% *virgin wool* — a plastic and lively fabric. Lines, style, fit, drape and flow can be molded into it — and held. Fabrics marked "All-Wool" are not necessarily fine wools. These may contain wool *shoddy* — dead, reworked wools with short, broken fibers that cannot long hold shape. Good designers and makers know this. You should too.



The Forstmann label adds nothing to price — much to good form. . . . Forstmann Woolen Company, Passaic, N. J. Sales office: 30 Rockefeller Plaza, New York City.



# BIG, BRILLIANT, BEAUTIFUL AND A "Powerhouse" to Drive



## Plymouth Brings New High-Torque Performance ...\*Powermatic Shifting...A Luxurious Fashion-Tone Interior...Wide Choice of Colors!

IT'S A PLEASURE to be seen in a car so impressively big and beautiful as this 1941 Plymouth. Its lines are low and sweeping... and its 117-inch wheelbase is the longest of "All 3" low-priced cars!

New artistry of design emphasizes the big-ness and solidity of this Plymouth. Inside, you'll find a Fashion-Tone Interior...a miracle of color, fabric, appointments.

Get behind the wheel...try this new Plymouth on hills and in traffic. You'll thrill to its new High-Torque Performance with new Power-Gearing. You seldom—if ever—use low. You start in second—slip into a high gear

that gives you a new sense of tremendous power under perfect control.

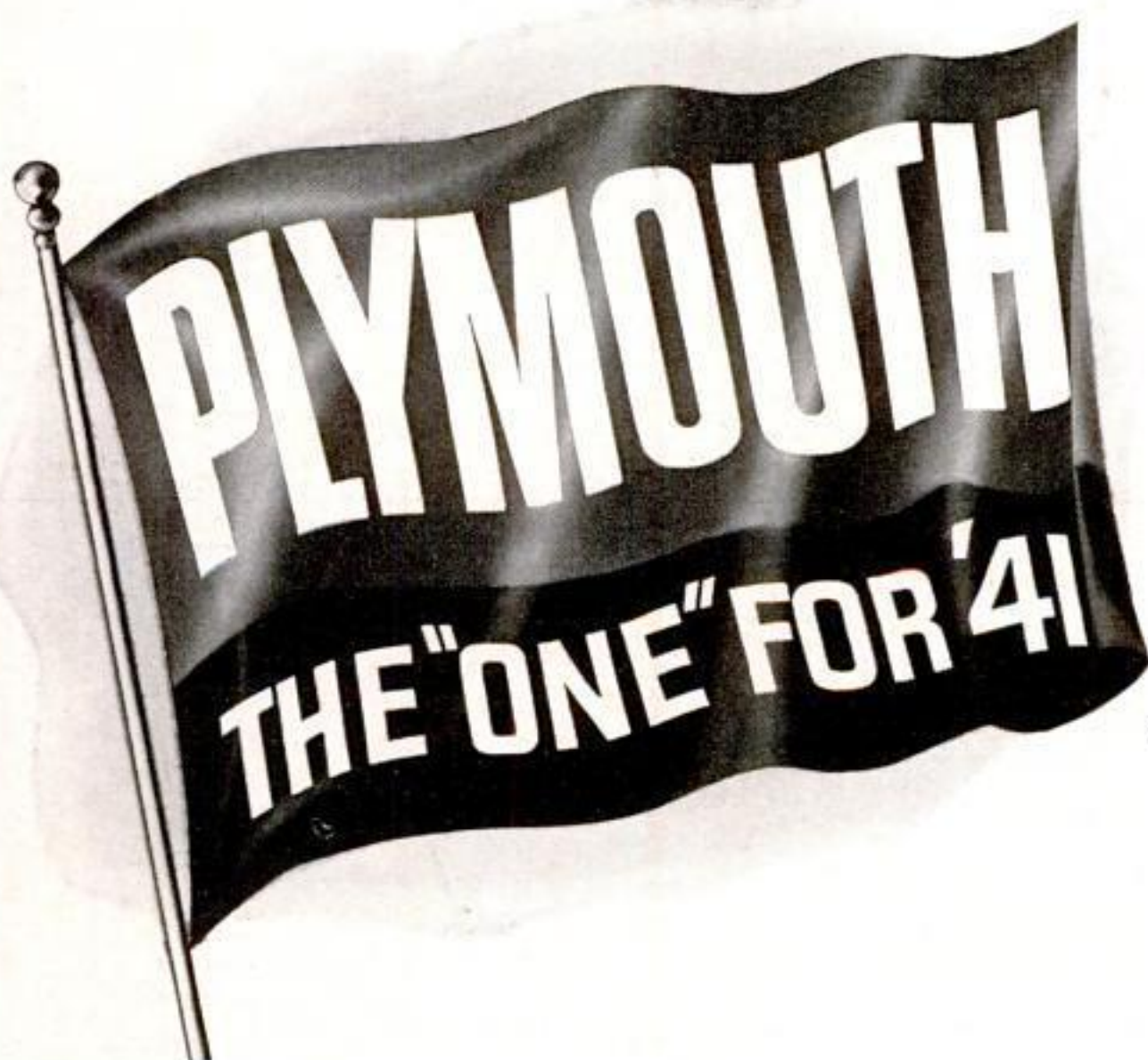
Plymouth's Powermatic Shifting gives you delightful new driving ease. A new Oil Bath Air Cleaner and new High-Duty Engine Bearings mean longer engine life. There's new Body Sealing to keep out noise, cold and dust.

**Easy to Buy**—your present car will probably cover a large part of the low delivered price...balance in low monthly instalments. Plymouth Division of Chrysler Corporation.

SEE THE NEW 1941 COMMERCIAL CARS! TUNE IN MAJOR BOWES, C.B.S., THURSDAYS.

\*Special Equipment—slight extra cost.

COMPARE  
PRICES OF  
"ALL 3"



**TRY POWERMATIC SHIFTING**—vast reduction in driving effort—and, with Plymouth's new transmission, you enjoy actual elimination of certain shifting motions in normal driving! Drive this traffic master, this economy leader!



## GREAT NEW ENGINEERING

NEW SEALING throughout body against dust, water, cold, noise.

SAFETY RIMS on wheels to prevent "throwing" of the tire in case of a blowout or puncture.

COUNTERBALANCED TRUNK LID—goes up or down at a touch—stays where you want it.

ONE-PIECE HOOD with inside lock—controlled from driver's seat.

OIL BATH AIR CLEANER—protects engine against dirt and grit.

HIGH-DUTY ENGINE BEARINGS—2 to 3 times longer-lived.

FRONT COIL SPRINGS, Big 6-inch Tires, Metal Spring Covers—standard on all models!

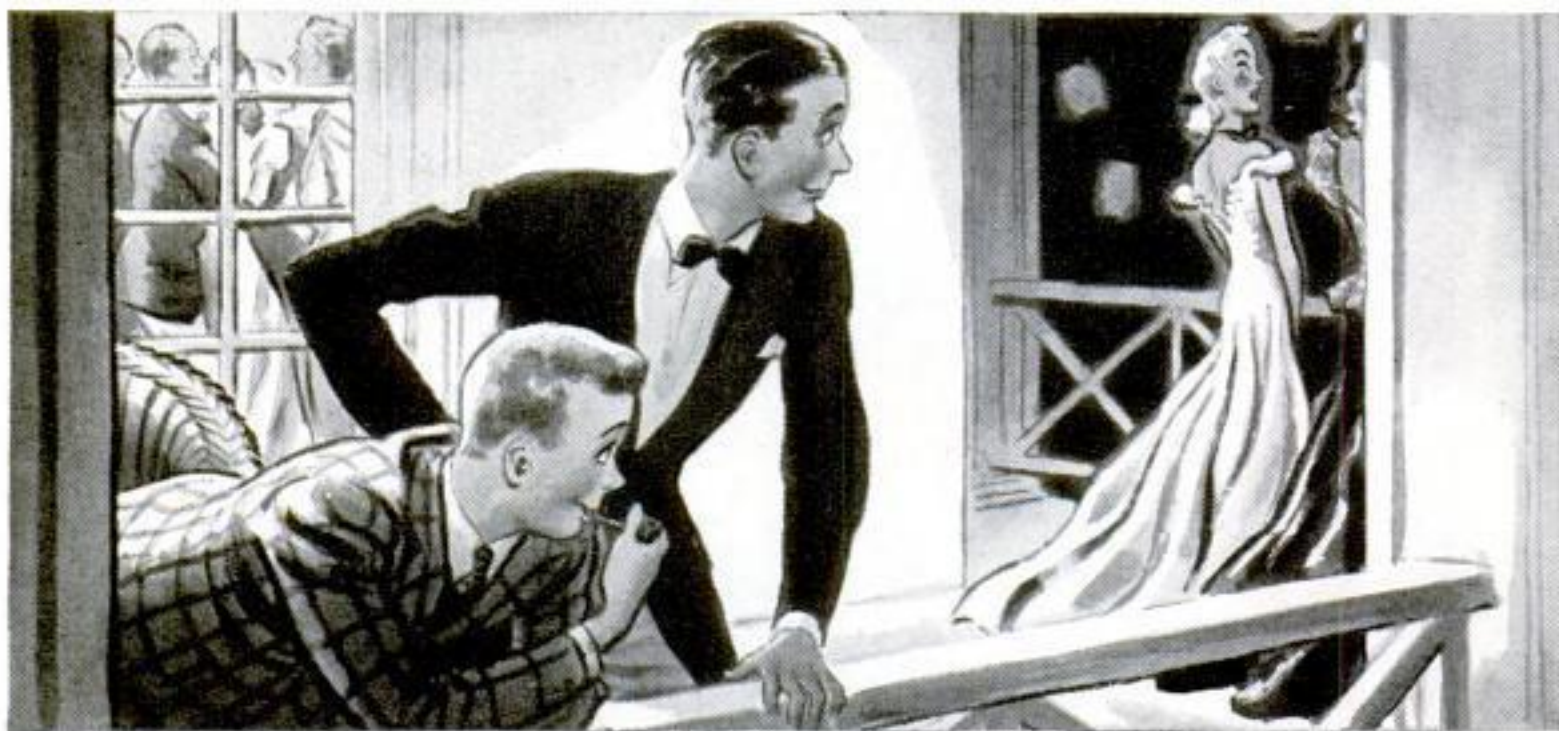
NEW FASHION-TONE INTERIOR—an exquisite harmony of color, fabric and appointments. More beautiful than anything you've ever seen before in a low-priced car! See the smart 2-Tone upholstery of the Special De Luxe models.



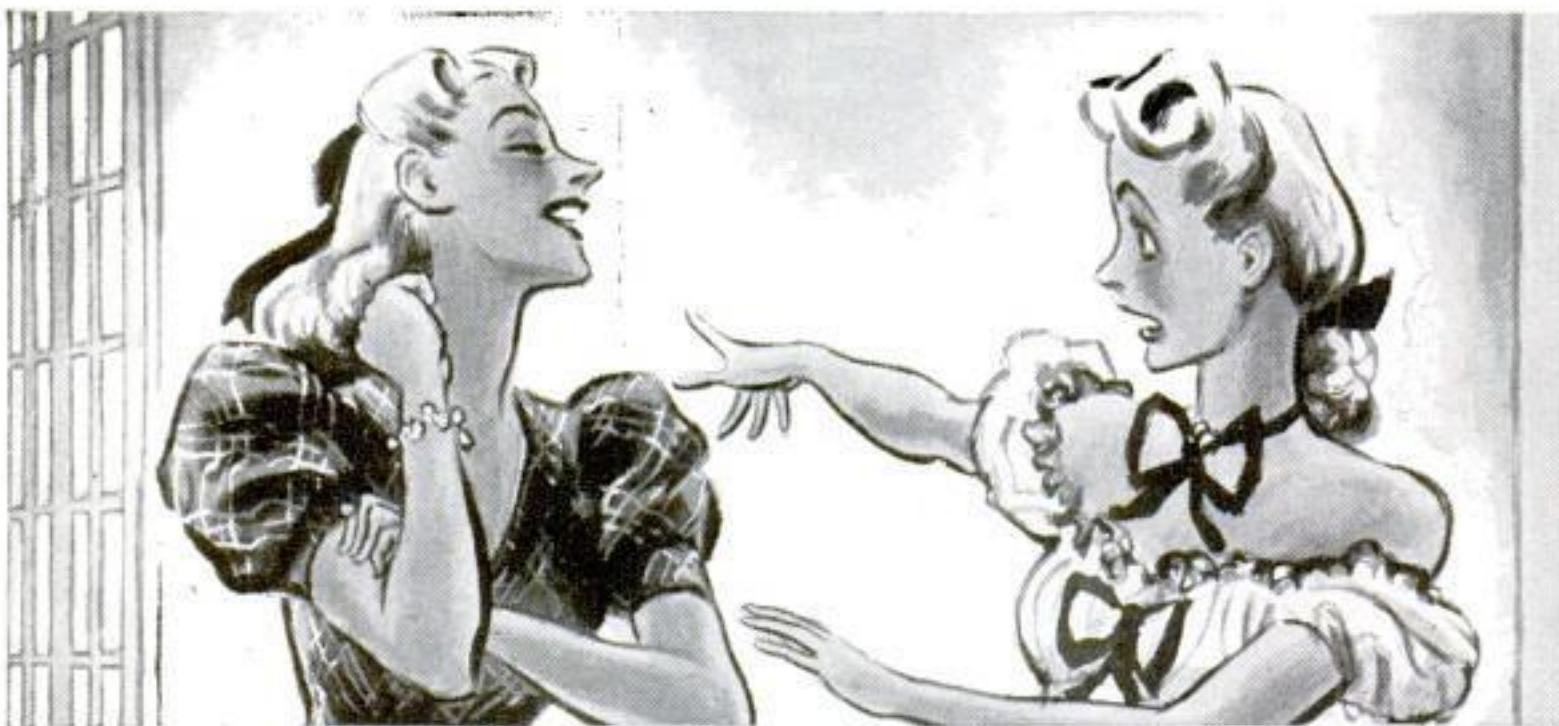


## How's your "Pep Appeal"?

—by Williamson



Bill: You take the looks—I'll take the Pep Appeal!



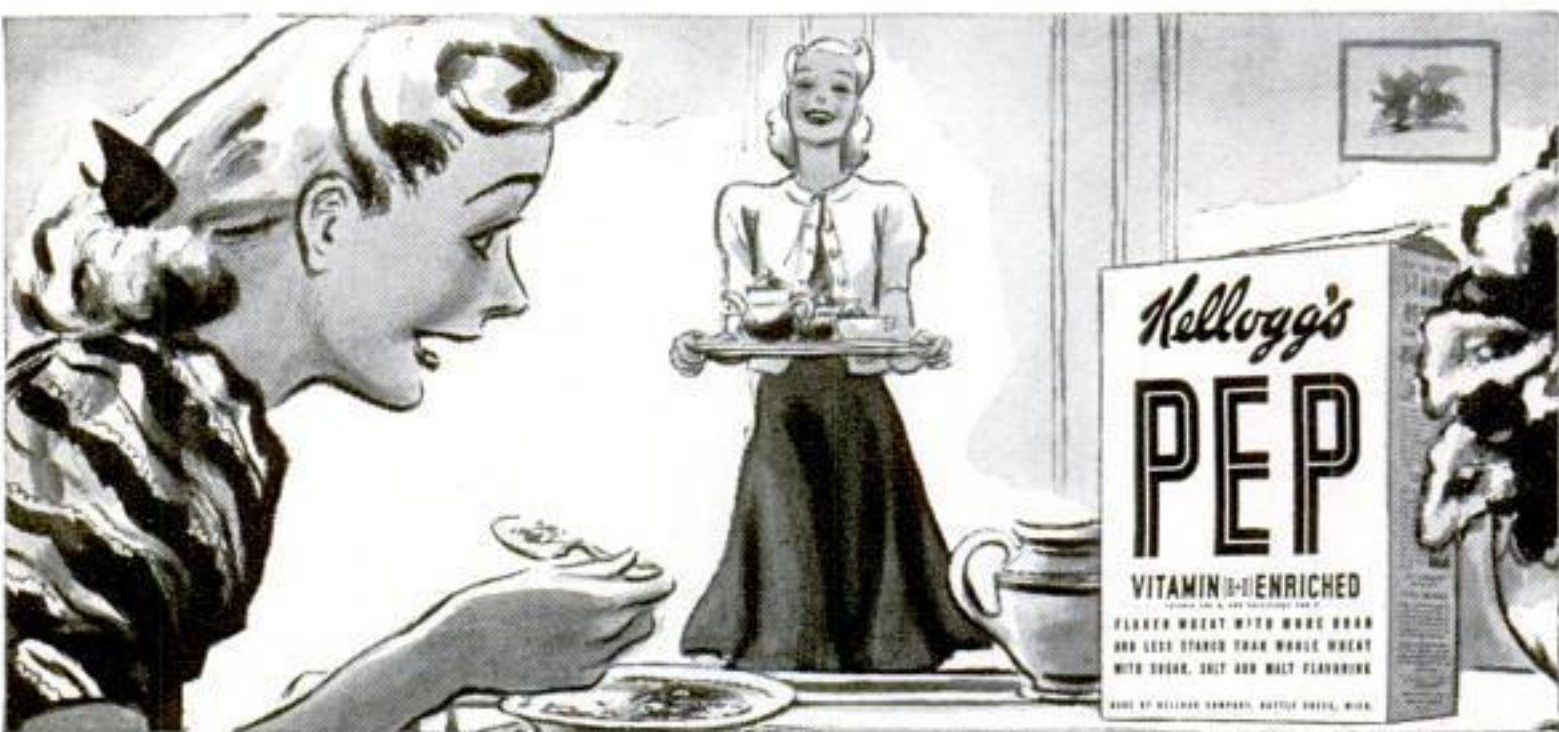
Marge: Holy cats! Did you hear that? How do you get it, Linda?

Linda: Vitamins, darling! I've been getting all my vitamins. You should have seen me before I learned *that* lesson.



Marge: You mean, eat spinach and stuff?

Linda: Yes, and more than that! For one thing, I know a scrumptious breakfast cereal called KELLOGG'S PEP that's extra rich in two of the important vitamins, B<sub>1</sub> and D. We'll try it for breakfast tomorrow.



Marge: Say! While you were doing all that chinning about vitamins, why didn't you tell me what a *grand* tasting cereal PEP is. I could go for it every day in the week!

## Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B<sub>1</sub>, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1940, BY KELLOGG COMPANY

## LETTERS TO THE EDITORS

### Navy Issue

Sirs:

Your edition on the Navy focuses attention on the Fleet which is a difficult subject to report. LIFE has done a most creditable and complete coverage of the subject. In doing so you have rendered a valuable service to the Navy and, I believe, to the country.

FRANK KNOX

Secretary of the Navy

Washington, D. C.

Sirs:

Words fail me to express my amazement and admiration for this wonderful number.

I will put the copy you sent me in the Museum files as I will also place three copies I purchased from the newsstand and the one I get regularly.

H. A. BALDRIDGE

ex-Captain, U. S. Navy

Curator

The Museum

U. S. Naval Academy

Annapolis, Md.

Sirs:

Not just as a sailor, but as an American, I can't help but say that your Oct. 28 edition is your greatest success.

JOSEPH ZELAZNICKI

New London, Conn.

Sirs:

I hate the sea. I hate battleships, cruisers, submarines, destroyers. I hate sailors. I hate harbors, lighthouses, buoys, fish and seaweed. I avoid all these things like poison. I take my vacations in the mountains, far away from water. I run out of newsreel theaters when pictures of boats are flashed on. I hate friends who sail abroad.

Finally, and most important, I hated your whole issue on the Navy. My God, can't you find *anything* else to take pictures of?

ROGER BRECKINRIDGE

St. Louis, Mo.

Sirs:

There is an odor of the bilges and of freshly worked marline on every page. Sailors have a word for it, though you overlooked it in your glossary of their descriptive adjectives. To a sailor, any object, piece of equipment, clothing or person that carries that indescribably something is "seagoing." And that number of LIFE, I wager, will be classed as plenty seagoing by the Fleet.

Confidentially, LIFE, some gob was holding out on you. You report (p. 107) that whether affectionately or spitefully (affectionately, always) sailors give three definite feminine attributes to prove their logic in referring to a battlewagon as "she." Fact is, there are four, and the last, which you omitted, was the clinching argument in case your three failed to convince. That is, *she always needs a good man to handle her!*

HARRY G. BROCKINGTON

Buffalo, N. Y.

● LIFE's three reasons: 1) she carries a lot of paint to keep up her appearance; 2) she always has a crowd of sailors around her; 3) she makes a helluva noise in an argument.—ED.

Sirs:

The Navy got its reward from LIFE over 57 full pages. Boy, I'll bet the Army boys are burned up now!

WARREN HIMMELBERGER

Allentown, Pa.

Sirs:

I found LIFE for Oct. 28, with its every page drooling fulsome praise, extremely nauseating. Quite a difference in attitude from that displayed by LIFE in its derisive (though, I admit, justified) criticism of the Regular Army and National Guard on maneuvers a few issues back. Is there *nothing* wrong with the Navy?

(continued on p. 4)



Your children look to you to help safeguard their sight! And it costs so little — only 15¢ for Sight-Saving 75 and 100 watt Westinghouse Mazda Lamps! And for quick, low-cost modernization of home lighting, Westinghouse Silvered Bowl Mazda Lamps, used with light conditioners, provide the perfect answer.

### LOWEST PRICES IN HISTORY ON STANDARD LINE WESTINGHOUSE MAZDA LAMPS

15 watt size . . . only 10¢  
25 watt size . . . only 10¢  
40 watt size . . . only 13¢  
50 watt size . . . only 13¢  
60 watt size . . . only 13¢  
75 and 100 watt sizes only 15¢

### SILVERED BOWL MAZDA LAMPS

100 watt size . . . only 25¢  
150 watt size . . . only 45¢

TUNE IN! Westinghouse "Musical Americana" every Thursday Night, N B C.



Westinghouse MAZDA W LAMPS



Do you see Johnny?

No! I see Jack Carter, future All-American Halfback.

What does Jack Carter look like?

He's tall and broad, with a Bright and Sparkling Smile.

What makes his Smile so Sparkling?

For one thing, he started young to use Ipana and Massage!



**Your smile is priceless . . . guard it! Let Ipana and Massage help keep your gums healthier, your teeth and smile more sparkling.**

TO MANY A YOUNGSTER "Ask Dad—He Knows" is sound advice. But when it comes to dental care many a parent might well reverse this adage to "Ask Son—He knows!"

For today, thousands of youngsters are taught in their classrooms a dental lesson that too many grown-ups still have to learn—the great importance of *gum massage* to healthy gums and sparkling teeth.

You see, our modern, soft foods require so little chewing that they deny our gums the exercise and stimulation they often need for health. And so our gums tend to become weak, flabby—then flash their warning tinge of "pink."

**Heed the Warning of "Pink Tooth Brush"**

The minute you see "pink" on your tooth brush—see *your dentist!* "Pink tooth brush" may not mean serious trouble, but let your dentist decide that.

Very likely he may tell you that your gums need exercise and work. And, like so many dentists, he may suggest "the healthful stimulation of Ipana and massage."

For Ipana is specially designed not only to clean teeth thoroughly but, with massage, to aid the health of your gums. So, every time you brush your teeth, massage a little extra Ipana onto your gums. That invigorating "tang" you notice—exclusive with Ipana Tooth Paste and massage—means that circulation is being aroused in the gums—helping them to become stronger and firmer.

Get a tube of economical Ipana Tooth Paste today. Start now the helpful habit of Ipana and massage—for healthier gums, brighter teeth, a more sparkling smile.



**Ipana Tooth Paste**

This One



F6PK-ALW-6QPC



# THIS SHAVER HAS *a head of its own*

## NO OTHER SHAVER HAS THIS SENSATIONAL 2-M HOLLOW GROUND SHEARING HEAD



NEW SCHICK COLONEL—complete with new 2-M Hollow-Ground Head; handsomely styled in rich ivory plastic with gold-colored Whisk-Its. Built-in radio static suppressor. Simulated alligator tuck-away case... \$15.00. (Or, packed in de luxe Dress-Kit... \$17.50.)

NEW SCHICK FLYER—has new 2-M Head; executed in burgundy plastic with silver-colored Whisk-Its. Genuine leather case... \$12.50.

Schick prices start as low as **\$9.95** for the popular CAPTAIN model with straight Speed King Head and Whisk-Its. Many Dealers Offer Easy Payment Terms.

Maybe you've tried other electric shavers—and been disappointed.

Then try this new Schick—and be joyed at the way it shears off your whiskers 30% quicker—close and clean—with no chance of nicks, scrapes, burn or pull!

That's because Schick's new 2-M Head is *hollow-ground* to arch the skin surface and make the beard stand up to be sheared off right down to the base.

Only Schick offers all this:

- NEW 2-M SHEARING HEAD—hollow-ground to arch the skin surface—makes the whiskers stand up to be cut off. That's why it gives close shaves 30% quicker, easier, better.
- FLYING SHUTTLE SHEARER—powered by an improved, faster motor—performing more than 14,000 shaving operations per minute.
- WHISK-ITS—to catch all beard clippings. No other shaver offers this feature.
- BRAND-NEW STYLING by Raymond Loewy—world-famous designer.

You can't believe it? Okeh—get a new Schick and see for yourself. If, after 30 days, you're not convinced, your dealer will refund every penny you paid!

SCHICK DRY SHAVER, INC., Stamford, Conn., U.S.A.

ATTENTION, SCHICK OWNERS!

... Get this 2-M Head for your shaver!

We made this marvelous new 2-M Head so that it can be used on any of the 2,500,000 Schick Shavers now in service!

And it's yours for only \$3.00! You get the new head expertly fitted, and the whole shaver inspected, cleaned, lubricated, and adjusted free of charge. Simply take your shaver to your nearest dealer—or send it to us at the factory in Stamford—or take it to a Schick Shaver Service Office in:

ALBANY	CHICAGO	DES MOINES	LOS ANGELES	NEWARK, N. J.	PORTLAND, ORE.	STAMFORD, CONN.
ATLANTA	CINCINNATI	DETROIT	MIAMI	OKLAHOMA CITY	PROVIDENCE	WASHINGTON, D. C.
BALTIMORE	CLEVELAND	HARTFORD, CONN.	MILWAUKEE	OMAHA	ROCHESTER, N. Y.	
BOSTON	COLUMBUS, O.	HOUSTON	MINNEAPOLIS	PHILADELPHIA	ST. LOUIS	
BROOKLYN	DALLAS	INDIANAPOLIS	NEW ORLEANS	PITTSBURGH	SAN FRANCISCO	
BUFFALO	DENVER	KANSAS CITY, MO.	NEW YORK	PORTLAND, ME.	SEATTLE	

(See Classified Telephone Directory for street address)

*nothing Quicker  
nothing Slicker*

# NEW SCHICK SUPER SLICK SHAVES

## LETTERS TO THE EDITORS

(continued)

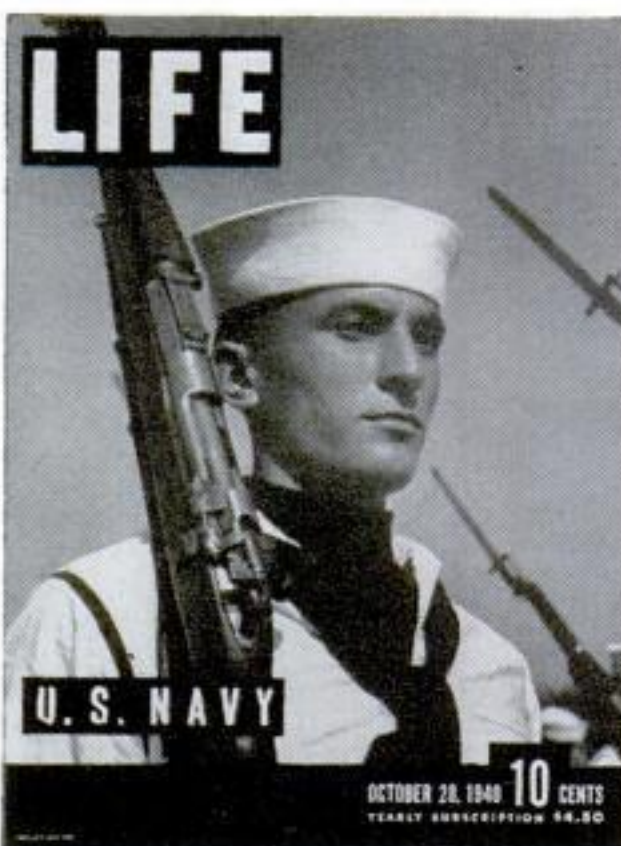
Yet I must commend you for so accurately reflecting the viewpoint of the U. S. Navy itself. Like God and our Sailor King, Roosevelt II, the sailor invariably looks upon his work and finds it good. In fact, if you ever want to do an issue on American snobbishness, snootiness and offensive superiority personified, you need seek no further than the nearest naval officer.

There used to be one way to deflate the Navy ego just a trifle. You could (most years at least) quote the score of the Army-Navy football game, and in spite of the sailor's unsportsmanlike squawks about a difference in eligibility rules he couldn't deny the facts. But this fall even that hope is gone. I fear this is Navy's year. It's a sad world, in more ways than one.

M. A. VAN LIEW  
ex-Captain, U. S. Army  
Rochester, N. Y.

SIRS:

YOUR COVER ON NAVY ISSUE TYPICALLY ILLUSTRATES REARMAMENT PROGRAM UNDER



THE NEW DEAL. PLEASE NOTE THAT THE RIFLE CARRIED BY THE GOB ON DRILL IS NOT IN SHOOTING CONDITION DUE TO REAR SIGHT HAVING BEEN BROKEN.

BRUCE CAMPBELL  
New York, N. Y.

● At naval training stations the rear sight leaf is taken off the rifles. Otherwise trainees might break them.—ED.

Navy Humor

Sirs:

Oliver Jensen missed a mile on his Navy humor and legends. The Turkish baseball story was all right, but the sailors have a better one. An American naval squadron anchored off the Barbary coast and sent a young ensign ashore to tell the Sultan he had better call off the pirates that were then preying on American shipping. He explained that he was representing the President of the great American Republic. "What!" exclaimed the Sultan. "The ruler of a great country, and he sends me you, a beardless boy, as an emissary?"

"Well," replied the ensign, "what did you expect—a billy goat?"

Also, I saw no mention of the time a bunch of marines were returning from China on the naval transport *Chaumont* (a hell-ship if I ever saw one). The marines got kicked around on these transports considerably, as it is about the only chance the sailors have to get even for the regular kicking around they get from the gyrenes (a slang term Jensen missed). On this particular voyage they were painting ship a few days before reaching the States, and put a marine over the side forward to touch up the name with black paint. He stayed over all day, doing a good job of it and the *Chaumont* sailed into port a few days later to create a furore that hasn't died down yet. On the bow

(continued on p. 6)

# Believe It or Not!

by Ripley



LOVE LETTERS TATTOOED ON THE SKIN OF PAGE BOYS WERE SENT BY KING PHILIP OF FRANCE, TO HIS SWEETHEART.

HOW THE BOYS MUST HAVE HATED LONG WORDS!



TODAY

TO MAKE YOUR WRITING PERMANENT—TO PROTECT YOUR CHECKS, DOCUMENTS, RECORD BOOKS, ETC.—ALL YOU NEED TO DO IS USE THE REVOLUTIONARY NEW INK THAT'S AS PERMANENT AS YOUR PAPER—THAT EQUALS OR EXCELS U.S. GOVERNMENT SPECIFICATIONS IN 8, YES EIGHT MAJOR RESPECTS, AS FOLLOWS:

1. WATER-RESISTING
2. NON-CLOGGING
3. ANTI-FADING
4. QUICK-DRYING (DRIES 31% QUICKER THAN AVERAGE)
5. CORRECT FLOWING
6. ANTI-CORRODING
7. NON-MOLDING
8. ANTI-DEPOSIT-FORMING



AND THIS AMAZING INK IS RICH, BRILLIANT, NEVER WATERY AND NEVER GUMMY.

ITS NAME?

# Parker Quink

MADE BY THE PARKER PEN CO. TO GUARD PENS FROM ORDINARY PEN-CLOGGING INKS. Quink CLEANS YOUR PEN AS YOU WRITE—



15¢ AND 25¢

A PARKER OR ANY OTHER PEN, FOR THERE'S A SECRET INGREDIENT IN Quink THAT DISSOLVES GUM AND SEDIMENT LEFT BY ORDINARY PEN-CLOGGING INKS.

GET THIS PEN-CLEANING PARKER Quink FOR ONLY 15¢ AT ANY STORE SELLING INK. IT WILL KEEP YOUR PEN IN THE PINK OF CONDITION AND OUT OF THE REPAIR SHOP.



Believe It or Not!  
Robert L. Ripley

FREE: Send your name and address for 20,000 word trial bottle of Quink free, postpaid. Offer good for 30 days only. Address Dept. L-11.

The Parker Pen Company, Janesville, Wis.



# Nowhere Else Does LOW PRICE Buy Such HIGH-QUALITY FEATURES As In The New CHEVROLET FOR '41!

All you have to do is look at the bodies,  
try the performance and the ride, and  
consider "what you get for what you pay,"  
to convince yourself that Chevrolet's  
the car for you!

*AGAIN*  
**CHEVROLET'S  
THE LEADER!**

GIVE LOW-PRICED CARS THIS "QUALITY QUIZ" AND YOU'LL CHOOSE CHEVROLET!

	CHEVROLET	NO. 2 CAR	NO. 3 CAR
90-H.P. ENGINE	YES	NO	NO
CONCEALED SAFETY-STEPS	YES	NO	NO
VACUUM-POWER SHIFT <i>AT NO EXTRA COST</i>	YES	NO	NO
BODY BY FISHER <i>WITH UNISTEEL TURRET TOP</i>	YES	NO	NO
GENUINE KNEE-ACTION	YES	NO	NO
BOX-GIRDER FRAME	YES	NO	NO
ORIGINAL FISHER NO DRAFT VENTILATION	YES	NO	NO
TIPTOE-MATIC CLUTCH	YES	NO	NO
ONLY CHEVROLET HAS ALL THESE QUALITY FEATURES			

You'll Say "FIRST"  
BECAUSE IT'S FINEST!



# GIVE YOUR HAIR A CHANCE!



## THE SCALP

### IS THE BASIS OF HAIR HEALTH

#### Treat it the Fitch Ideal Way

Take care of your hair this sensible way! Don't let the thousands of tiny hair openings on your scalp choke up with dirt and dandruff. Remember that congested scalp is the forerunner of many hair ills. That's why you've got to keep the hair openings clear and free to function normally. Use Ideal Tonic every day. Then the natural oils will be able to flow over your hair, bringing the benefits that only nature can bestow. Ideal Hair Tonic combines with natural oils to form the perfect dressing for your hair.

Ideal Hair Tonic stimulates circulation—helps allay itching scalp—helps to prevent dandruff—helps check falling hair. It's simple to use, and it does two great things for you! First, it makes it easy for your scalp to be as healthy as nature intended—and second, it acts as a dressing that helps keep your hair neat and good-looking. Start to care for your hair the Fitch Ideal way today!

KEEP THIS  
HAIR FOLLICLE OPEN



AND KEEP YOUR HAIR



### FOR THAT WELL GROOMED LOOK WOMEN ADMIRE, USE FITCH IDEAL



WRITE for a FREE sample of Fitch Ideal Hair Tonic to Dept. T-79, The F. W. Fitch Company, Des Moines, Iowa.

#### You'll like Fitch's DANDRUFF REMOVER SHAMPOO

Use it regularly each week. It is guaranteed to remove dandruff with the first application.

# Fitch's IDEAL HAIR TONIC

**Special OFFER!** A 50c rubber scalp massage brush FREE with the purchase of a 50c size of Fitch's Ideal Hair Tonic. \$1.00 value. SPECIAL—both for 49c. Ask your druggist. If not available send carton top to The F. W. Fitch Company and receive brush free.



## LETTERS TO THE EDITORS

(continued)

in bold black letter was this strange devise:

CHAUMONT  
h e l s a n a r  
r l l r v a  
i p i a n  
s n l s  
t e p  
s o  
r t  
s

And finally, it made me think of a little tableau I witnessed on this same hell-ship *Chaumont*, coming back from Shanghai in 1927 with several hundred other leathernecks of the China Composite Expeditionary Force to be paid off. We had a number of marine air corps men with us and one day I was standing in the chow line behind one of these flying devil-dogs. We had chicken that day ("sea gull" to us, of course) and as usual everything except the wings and the necks had gone up to the CPO'S mess. The messcook dropped a gob of scrawny wings into the marine's mess kit, and the latter stood looking at it sadly, then lifted his eyes and asked, plaintively, "Say, buddy, ain't this goddam navy chicken got any landing gear?"

Tell Jensen that if he ever puts in to San Francisco Bay I can tell him enough Navy yarns to fill a good thick book—provided the main brace is spliced occasionally.

J. H. JENNINGS

San Rafael, Calif.

● Writer Jensen thanks Reader Jennings for his offer of hospitality. He contrasts it with a little sign he has seen standing on many a naval officer's desk: "What, you here again? Another half hour gone to hell!"—ED.

Sirs:

*Some birds get tattooed in Brooklyn  
And I got my first one in Brest,  
But Kelly was born on a December morn  
With a square-rigger drawn on his chest.*

—LIFE, Oct. 28.

Kelly, chief bosun's mate "and hero of an endless cycle of free-running quatrains," actually was born March 1, 1938 in *Our Navy* magazine. His papa is Allan R. Bosworth, former Navy enlisted man and now a Navy Reserve officer, who began contributing a column of humor known as "Scuttlebutt Scandals" to *Our Navy* in 1924 and has kept it up ever since.

Another of the five original quatrains about Kelly ran:

*I wasn't noted for fighting  
My battles in formative years;  
But Kelly picked guys who were double his size  
And regularly pinned back their ears.*

K. A. KNOWLES  
Editor

*Our Navy*  
New York, N. Y.

### Sinking of a Transport

Sirs:

On page 50 of your Oct. 28 issue of LIFE you make the following statement in connection with the Navy's work in the World War: "Not a ship was lost except on relatively empty return trips."

It is my recollection that the transport *Tuscania* was torpedoed and sunk by a submarine off the Irish coast when she was on her way over loaded with troops and that a great many soldiers lost their lives. Am I right or wrong?

EDGAR L. MATLOCK  
Van Buren, Ark.

● The British Cunard liner S. S. *Tuscania* of 14,348 tons was torpedoed off the Irish coast on Feb. 5, 1918. She was under British convoy. No American troop transports were lost on eastward voyage.—ED.

Boswell Davenport McKeeting lost his appetite for eating. Food, o'er which his wife had fussed so, failed to rouse a mite of gusto—Till a friend, who knew his BOVRIL, said to Boz, "This beefy drink will set your taste-buds all aglowing, start digestive juices flowing. Drink it hot, before your dinner. Boy, you'll eat! Or I'm a sinner."



At Fountains • 10c a Cup • Hot  
At food and drug stores, in jars and cubes, for home use. Adds an extra toothsome-ness to gravies, soups, sauces and steaks. BOVRIL of AMERICA, Inc., Camden, N. J.



Famous for its Beefy Flavor



## "NOW I LAY ME DOWN TO SLEEP"

He will really sleep... the untroubled slumber of a tired boy... in Merrichild Sleepers. They're warm and cozy, with soft seams that won't irritate his skin and awaken him.

As the makers of the nationally popular HANES Underwear for men and boys, HANES can knit these quality sleepers for reasonable prices. Double-soled. Flexible rubber buttons. Zipper, button and buttonless fronts. One-piece and two-piece suits. Some with elastic seats for self-training. See them at your leading store. P. H. Hanes Knitting Co., Winston-Salem, North Carolina.

89¢ to \$1.19  
THE SUIT

HANES Merrichild  
SLEEPERS

FASHIONED BY THE MAKERS OF FAMOUS HANES UNDERWEAR FOR MEN AND BOYS





The "shoe-lace stoop"—sometimes called "stooper's folly" by girls who can't trust their hose. For confidence in a crisis, try Cannon's sheer stockings. Each one is carefully inspected by an air-pressure machine that picks out even minute flaws—the hidden cause of sudden, mystery runs.

Cannon rejects everything but perfect stockings—full-fashioned, flawless, triple-inspected.

Cannon Hosiery made of Silk, in the Celophane Handy-Pack, 69¢ to \$1.00. Cannon Hosiery made of Nylon, \$1.35 and up. By makers of Cannon Towels and Sheets.



*Achmed Abdullah*

Prince—soldier—playwright—and the only living English author ever crowned by the French Academy. . . Among his friends in the Society of Amateur Chefs, Achmed Abdullah crowns his culinary creations with . . .

**THE WINES WITH CAPTURED FLAVOR**

Taylor Wine's superiority is due to Taylor's secret Cellar Treatment which captures all the glorious flavor of the "pedigreed" wine-grapes selected for the Taylor Winery. Among people "in the know" Taylor's Sherry is one of the most popular of the famous Taylor family of wines. You'll like it! Ask for Taylor's when dining out . . . and at your local package store.



**TAYLOR**  
*Wines*

From the Famous Cellars of  
THE TAYLOR WINE COMPANY  
Hammondsport, New York

## LETTERS TO THE EDITORS

(continued)

### Resplendent Middie

Sirs:

In this week's magazine on page 112 you showed a picture of a very pretty girl and a midshipman. First let me apologize—since I was the middie who was used to fill about half the picture—for not having my hair, what there was of it, combed for you. It seems, however, that there was enough of my uniform in the picture to offset the appearance of what nature—and not the tailor shop—gave to me. I can't tell you how much I appreciate your calling my



RESPLENDENT MIDDIE & GIRL

'monkey-jacket' resplendent. It's meant so much to me around here. All of my shipmates have something nice to say about it and my roommate has made it a law that all plebes entering our room shall commence with, "Sir, you are resplendent!" My blessings on the man who thought up that word for that situation.

W. K. PONDER,  
Midshipman

Annapolis, Md.

### Lonely Girls

Sirs:

About the lonely sailor in the Islands. There are a lot of lonely girls here too, who stare out the Golden Gate and hum, *I'm Waiting For Ships That Never Come In*.

BETTY HEINATZ  
Berkeley, Calif.

### American in England

Sirs:

In your Sept. 9 issue, in the story on Americans serving in England with the Canadian Army, you stated that Buddy Allen was a colored boy. This is not true and inasmuch as the statement has caused him considerable embarrassment, he asks that you print a correction.

ALLAN MICHIE  
London, England

● LIFE is glad to acknowledge its mistake.—ED.

### Willkie Rally

Sirs:

After carefully scrutinizing your picture of the St. Louis Willkie rally (LIFE, Oct. 28), I decided that Buffalo's gathering on Oct. 15 must have been identical to it, down to the raised press platform, the positions of the patriotic bunting and the score box suspended from the ceiling.

How about a plug for Buffalo's new municipal auditorium the next time St. Louis holds a rally in it?

JOANNE E. GLENNIE  
Kenmore, N. Y.

● The rally was held in Buffalo, not St. Louis.—ED.



**McGREGOR**  
"LAWSON LITTLE"  
JACKET

For the Golfer's Christmas



A great name in sportswear and a great name in golf combine to assure you that here is the last word in fit, comfort and freedom for that healthy swing! It's smartly custom-tailored in all-weather poplin, light, wind-resistant, water-repellent. Best of all—it stretches with every movement like your own skin, because the whole swing-back is made with "Laton," that amazing new elastic yarn. It does the jacket job but feels like nothing at all when you swing the club, the rod or the gun. Slide fastener all the way down front, 2-button adjustable cuffs, with convenient English convertible collar. Sizes, small, medium, large, extra large, in tan, green. Look for the "Lawson Little" Jacket in "McGregor's Gallery of Gifts" at better men's shops and sportswear departments everywhere—at \$7.50. Or write to David D. Doniger & Co., 303 Fifth Avenue, New York City.

MADE  
WITH

**Laton**

REG. U. S. PAT. OFF.

ANOTHER MIRACLE YARN . . . EXTRA SOFT AND ULTRA FINE

An elastic yarn manufactured exclusively  
makers of "Lastex" yarn,



by United States Rubber Company,  
Rockefeller Center, New York City





# ONLY

## Sunbeam

### SHAVEMASTER

REG. U.S. PAT. OFF.

### HAS THIS EXCLUSIVE HEAD!

#### MAGNIFIED CUT-AWAY SECTION

This 2-thousandths inch thin, screened comb picks up the beard the way it grows. The holes are so close together, and there are so many of them, the whiskers enter freely and easily for swift, smooth shaving.

This Hollow Ground, double-edge cutter speeds over-and-back in lightning-fast, half-circle oscillations. It is pressed tight against the inner surface of the comb by centrifugal force—gets the whiskers coming and going for quick, close, comfort-shaves.

**ONLY**  
Sunbeam SHAVEMASTER  
has been selected for standard equipment by—  
★ American Airlines, Inc.  
★ United Air Lines ★ TWA  
(Transcontinental & Western Air, Inc.) ★ Chicago & Southern Air Lines, Inc. ★ Western Air Express ★ Canadian Colonial Airways ★ ★ ★

It's this patented Sunbeam Comb-and-Cutter that's **WINNING AMERICA TO DRY-SHAVING**

**BOTH MODELS HAVE SAME EXCLUSIVE HEAD**  
The Model "R" has the Universal, series-wound brush-type motor that operates on both AC and DC. The Model "M" has the new Sunbeam magnetic type motor for AC only.



Model "R"  
AC-DC  
\$15.00

On sale wherever good electric appliances are sold.



Model "M"  
AC  
\$7.50

The **HEAD'S** the one big factor—when it's quick, comfortable shaves of straight-edge closeness you want and deserve from the electric shaver you buy. So be sure your shaver **HAS** the patented Sunbeam Head. There's none other like it. You can't miss it when you look 'em over—or when you try 'em.

The close network of 18-thousandths-inch holes that screen the comb allows the beard to enter freely and instantly, no matter how tough the whiskers, or how they grow. The tremendous speed of the single double-edge cutter over all the holes of the comb, making more than 14 thousand lightning-fast wiping strokes per minute, keeps the holes *clear and open* at all times—gets the whiskers **CLOSE** and **FAST** without skin irritation. That's why men who know their electric shavers call Shavemaster "TOPS"! See it! Try it!

Made and Guaranteed by CHICAGO FLEXIBLE SHAFT COMPANY, 5688 Roosevelt Rd., Chicago, Canada factory: 321 Weston Rd., So., Toronto. 52 Years Making Quality Products. Famous for Sunbeam Toaster, Mixmaster, Ironmaster, Coffeemaster.

#### FROM LIFE'S CORRESPONDENTS

Cornelius Vander Starr, who interviews himself in the question-and-answer column below, is a one-man American listening post in the Orient. Since 1919 he has lived in China, where he owns the Shanghai *Evening Post & Mercury* and is No. 1 insurance man in the Far East. Recently he returned to the U. S.—ED.

#### U. S. and Japan

New York, N. Y.

Q. What possibility do you think now exists for the U. S. to improve its relations with Japan?

A. If you mean compromise or appeasement on America's initiative, none. Any move to appease Japan will only hasten the deterioration in the Far East, unfavorably to America.

Q. How seriously do you think America is endangered by the recent Axis-Japan agreement?

A. America is only endangered by her own timidity and confusion. Regardless of her bombast, Japan will under no circumstances risk war with America. She is the most over-rated power on earth—by everyone except her own shrewd leaders. She will not even risk war with Great Britain unless she is convinced that Britain is already effectively conquered in Europe—and she is not convinced. She would not have attacked French Indo-China if resistance there had been resolute. Her one great dread is conflict with America—her one weapon, bluff—her hope, America's confusion and miscalculation.

Q. Do you mean that the U. S. should now forcibly block Japan's aggressions?

A. If necessary, yes.

Q. Do you think we are prepared?

A. For that job, amply.

Q. Would it not be wiser to first increase America's armed force?

A. Would it have been better to stop Hitler when he entered the Ruhr—or Austria, or has it been better for Britain to wait and "re-arm?" Japan today is weak. Give her time to conquer, reorganize and turn China against us and we shall have a staggering job whatever the extent of our increased arms. Support China and Britain today and they will shoulder most of the fighting. Wait, and we shall have to do our own—alone and perhaps against both China and Japan.

Q. What exact policy do you recommend for the U. S. in the Orient?

A. Our policy thus far has been wise—possibly too timid, but not as timid as many Congressmen and other ill-informed Americans would apparently have liked. From now on it should be more positive, leaving no doubt that we are in deadly earnest. Japan's bluster is a confession of weakness. We shall not have to fight if they are convinced that we are entirely determined and that further aggression means war.

Q. You do not, then, think that America's armed strength needs to be vastly increased?

A. For the present ruthless world, I do. To prevent Japan from building a Far East military Moloch, I do not. A fire department is not necessary to extinguish a bonfire. We would not

*Sea Hawk*  
THE WATCH FOR  
"ACTIVE SERVICE"



by  
**GIRARD-PERREGAUX**  
*fine watches since 1791*

**WATERPROOF... WAFER-THIN  
...CUSHIONED AGAINST SHOCK**

Come odds and high water, Sea Hawk will come through with flying colors! The watch for sportsmen and every man in the service. Non-magnetic. With plain, luminous or modernistic dial; washable strap.

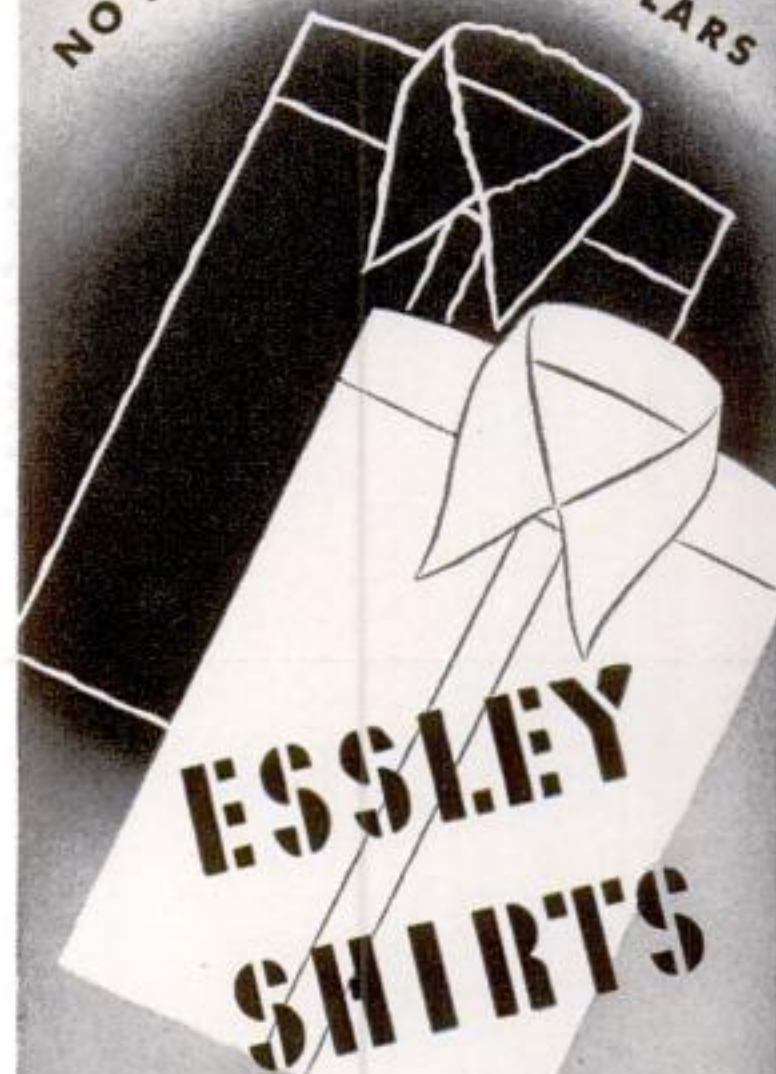
For men: — 15 jewels, stainless steel, \$29.75;  
17 jewels, 14K heavy gold, \$85.00.  
Lady's model: — 17 jewels, stainless steel, \$32.50

Featured by leading jewelry establishments

Write for illustrated booklet N to:

GIRARD-PERREGAUX: a division of JEAN R. GRAEF, Inc.  
Rockefeller Center, New York  
In Canada: Dominion Square Building, Montreal

NO MORE FRAYED COLLARS



**ESSLEY  
SHIRTS**

WITH THE  
**EVERNESS COLLAR**  
IT OUTWEARS  
THE SHIRT!

\$1.65 and \$2  
also \$2.50

ESSLEY SHIRT CO., EMPIRE STATE BUILDING, N. Y. C.

(continued on p. 11)



## A vintage advertisement for cold drinks. The central figure is a smiling man in a white jacket with black piping, a white cap with a red emblem, and brown trousers. He is crouching next to a yellow bucket labeled "COLD DRINKS" in bold black letters. The bucket is filled with numerous small bottles of various sodas. The background depicts a crowded outdoor event, possibly a football match, with spectators and players visible. The entire advertisement is framed by a large, stylized letter "C" that is filled with a dense pattern of various soda bottle labels, including brands like Polar, Sprite, Fanta, and many others.



"Indeed yes! It's so convenient and inexpensive to have them at home."

Today, Duraglas produces bottles which are stronger, tougher and more chip-resistant. That's why Duraglas bottles stand up better trip after trip. Adding to consumer drinking enjoyment, subtracting from bottlers' packaging costs, Duraglas magnifies the utility of the returnable glass bottle . . . the key to the big value which the beverage industry delivers for so small a price.

***\*WHAT IS DURAGLAS?** Duraglas is the trade-mark name of glass containers and the new, improved technique which Owens-Illinois developed for their fabrication. This modern technique, covering every phase of manufacture from raw materials to finished bottles, makes possible a predictable result, assuring greater strength, durability and longer life.*



OWENS-ILLINOIS GLASS  
*First in Glass*



# "Oh dem golden kernels!"

in Niblets Brand Whole Kernel Corn



*It comes to us from the fields with every ear a beauty . . . It comes to you in cans with every kernel a beauty*

Each kernel a big, plump fellow—uncrushed and full-bodied—looking as if you'd carefully sliced it from the cob by hand. And when those sweet, tender kernels tumble out of their vacuum can, they look as though they'd just slipped out of their garden. They taste that way, too.

*It didn't "just grow"*

You can say this about Niblets Brand Corn because honestly and horticulturally it is packed from a different breed of corn (D-138).

In developing this new breed the

cob "dwindled down" and the kernels themselves developed more tallness. This extra kernel-height enables us to cut Niblets corn clean from the cob without husk or fiber.

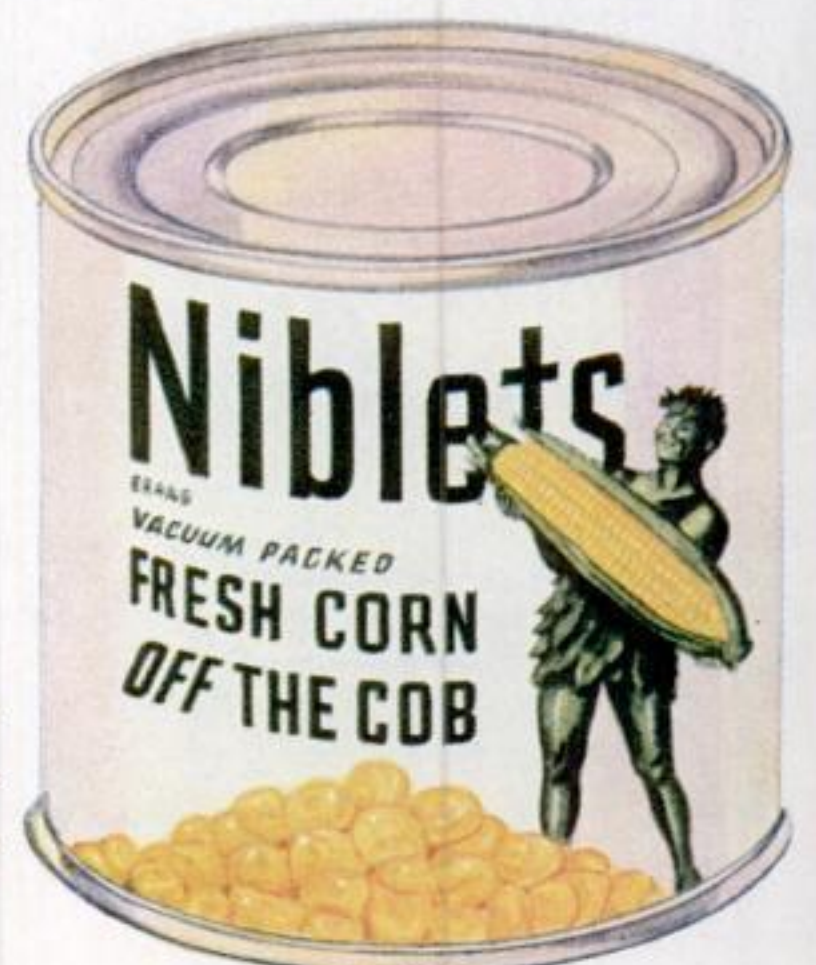
It makes "whole kernel" really mean whole kernel, applied to Niblets Brand.

Every can of Niblets Brand whole

kernel corn is like its brother—you can depend upon its quality any day and every day. Almost every grocer has the brand "with the Green Giant on the label" on his shelves. Insist on it by name.

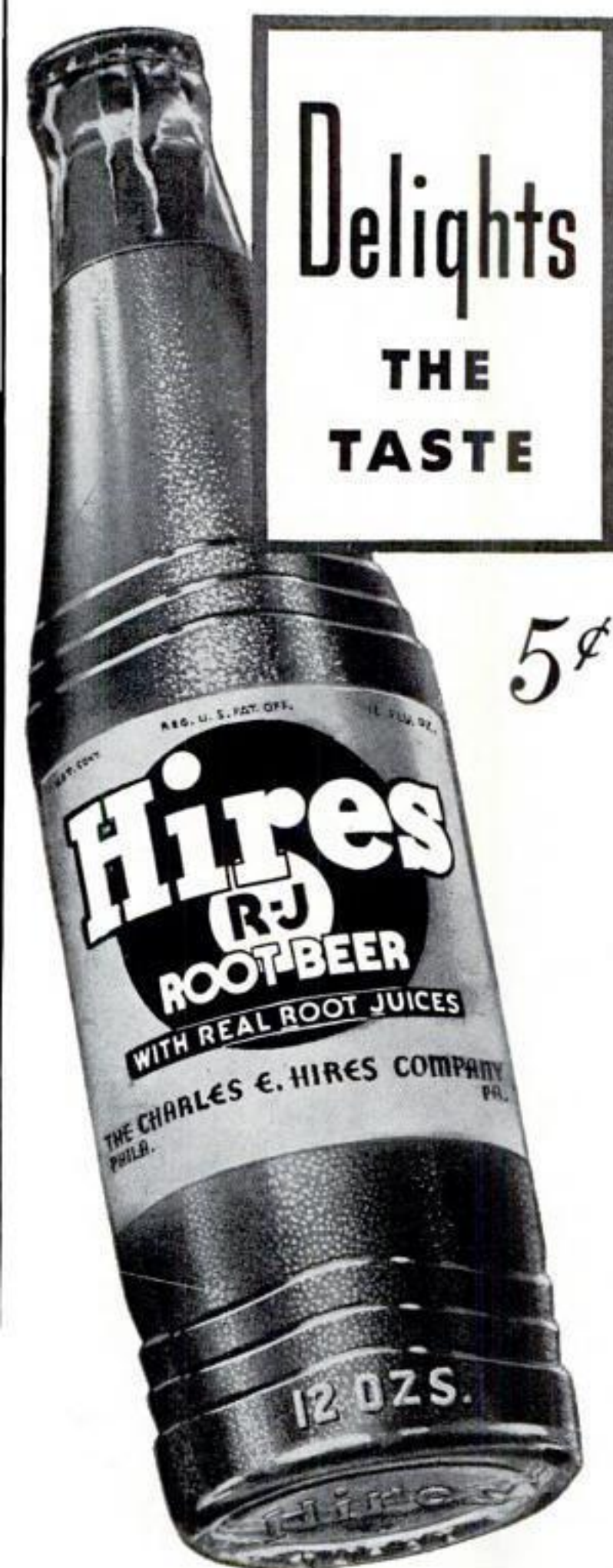
*Packed only by Minnesota Valley Canning Co., Le Sueur, Minn., and Fine Foods of Canada, Ltd., Tecumseh, Ont. Also packers of Green Giant Brand Peas, Niblet-ears Brand Corn (corn-on-the-cob in a can), Del Maiz Brand Corn (cream style), and Niblets Mexicorn (whole kernel corn with sweet red and green peppers).*

**NIBLETS BRAND CORN** *LOOK FOR THE GREEN GIANT ON THE LABEL*



"NIBLETS" BRAND REG. U. S. PAT. OFF.





Delights  
THE  
TASTE

5¢

**"Angela"**

CUT STRAIGHT →

CUT BIAS →

"Darleen" ELASTIC →

A revolutionary bra scientifically cut in 12 separate sections so that it not only gives you the high, separated contour of youth but holds the bust in place without binding or cutting. Cotton and rayon batiste. Write for leaflet showing it in THREE figure types (for small, average and large bust).

**59¢**

Design Pat. D-120308

**BEST FORM**

"THE FOUNDATION OF AMERICAN BEAUTY"

358 FIFTH AVENUE, NEW YORK

## FROM LIFE'S CORRESPONDENTS

(continued)

have needed 50,000 planes to stop Hitler in 1934.

Q. Why do you think Japan is so weak? Why do so many Americans think her so strong?

A. The common American impression of Japan's strength is a result of her own propaganda over many years, friendly press reports of our own newsmen and misinterpretation of the bad manners which our lethargy has encouraged. Japan has, in truth, done an excellent job of modernizing and developing a small country, but she has never approached the financial, economic or military strength of a great power.

Her financial weakness needs no comment beyond comparison of the yen's official rate of 23¢ (U.S.) and the free market rate of 6¢.

Her economic strength has been sapped by her war with China and the drain continues. The people of Japan



C. V. STARR & WIFE

have been stripped of their savings, their profits and now all their earnings beyond bare subsistence to feed an ineffectual war machine.

Q. Why ineffectual?

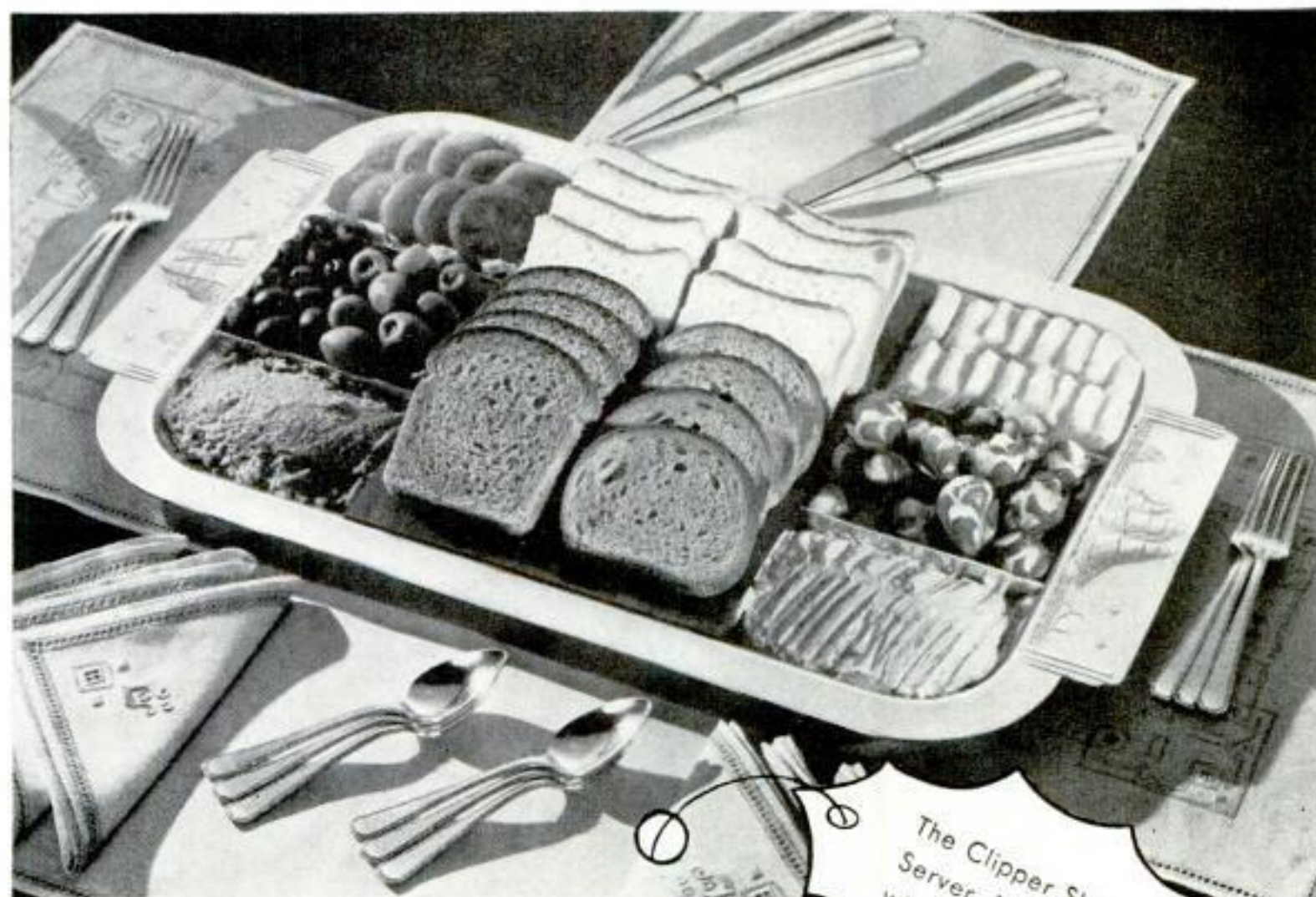
A. Nearly three years ago, in Hong Kong, I met General von Falkenhau- sen, just recalled by the German Gov- ernment from his job as military adviser to the Chinese.

"The incredible miscalculation that the British make," he said, and added, "and you Americans, too, is that you figure the Japanese a first-class power. They are not first, nor second, nor third—possibly fifth."

I did not fully appreciate the im- port of his statement then. He un- derstood, of course, better than I the meaning of Japan's failure for three long months to take Shanghai from a badly equipped Chinese force, un- supported by either artillery or air force. He anticipated the whipping the Russians gave the Japanese at Changkufeng and again at Nomonha. He knew as we now all know that they had neither discipline, morale nor ef- fective co-ordination.

Q. What about the Navy?

A. It may be good. It did nothing brilliant at Shanghai in 1937. It now has a long line to maintain. Neither it nor the Japanese merchant marine has ever fought submarines. The China and Yellow seas are shallow, sheltered and often opaque—ideal for subma- rine operations. Japanese troops in



The Clipper Ship Buffet Server, 14 3/4 x 22 5/8 in., with dividers. \$12.50.

## Help yourself to a smart idea...GIVE Kensington for the Table

Specially recommended as gifts for those who "have everything" (you think). Because there's no such thing as too much table service. Happily, Ken- sington goes well with any service one may have. Its soft lustre and suave styling suit any setting, formal or buffet. The carefree finish does not peel or chip, resists scuffing and tarnishing, because the finish is an integral part of Kensington metal, a special alloy of Aluminum.



The Constellation Platter.



The Mayfair Pitcher.



The Savoy Round Tray.



The Clothmaster Clothes Brush \$2. The Hatmaster Hat Brush. \$1.

### Kensington SUGGESTS:

Beverage Tumblers  
Bowls of all kinds  
Canapé Plates  
Candlesticks  
Centerpieces  
Child's Cup and Porringer  
Cocktail Service  
Coffee Service  
Ice Bowl and Tongs  
Plates and Platters  
Salts and Peppers  
Sauce and Gravy Boats  
Serving Dishes  
Trays of all kinds  
Vases and Compotes  
Wine Coolers

See full displays at leading department stores, jewelers and specialty shops. For names of dealers and a folder showing all pieces, write KENSINGTON, INC., Dept. 42, New Kensington, Pa.



The Epicurean Salad Bowl.

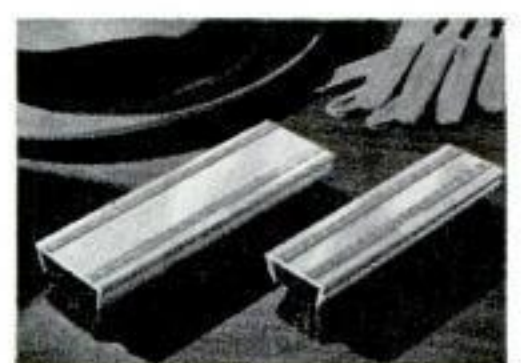


The Ship's Gallery Bowl.



Canapé Plates.

## FOR MEN ONLY, some other Kensington ideas



The Clothmaster Clothes Brush \$2. The Hatmaster Hat Brush. \$1.



The Sussex Tobacco Jar; also useful for candy \$5.



The Rainbow Matchmaster; color- ful, distinctive. \$1. Refills, 2 for 75c.

(continued on p. 16)

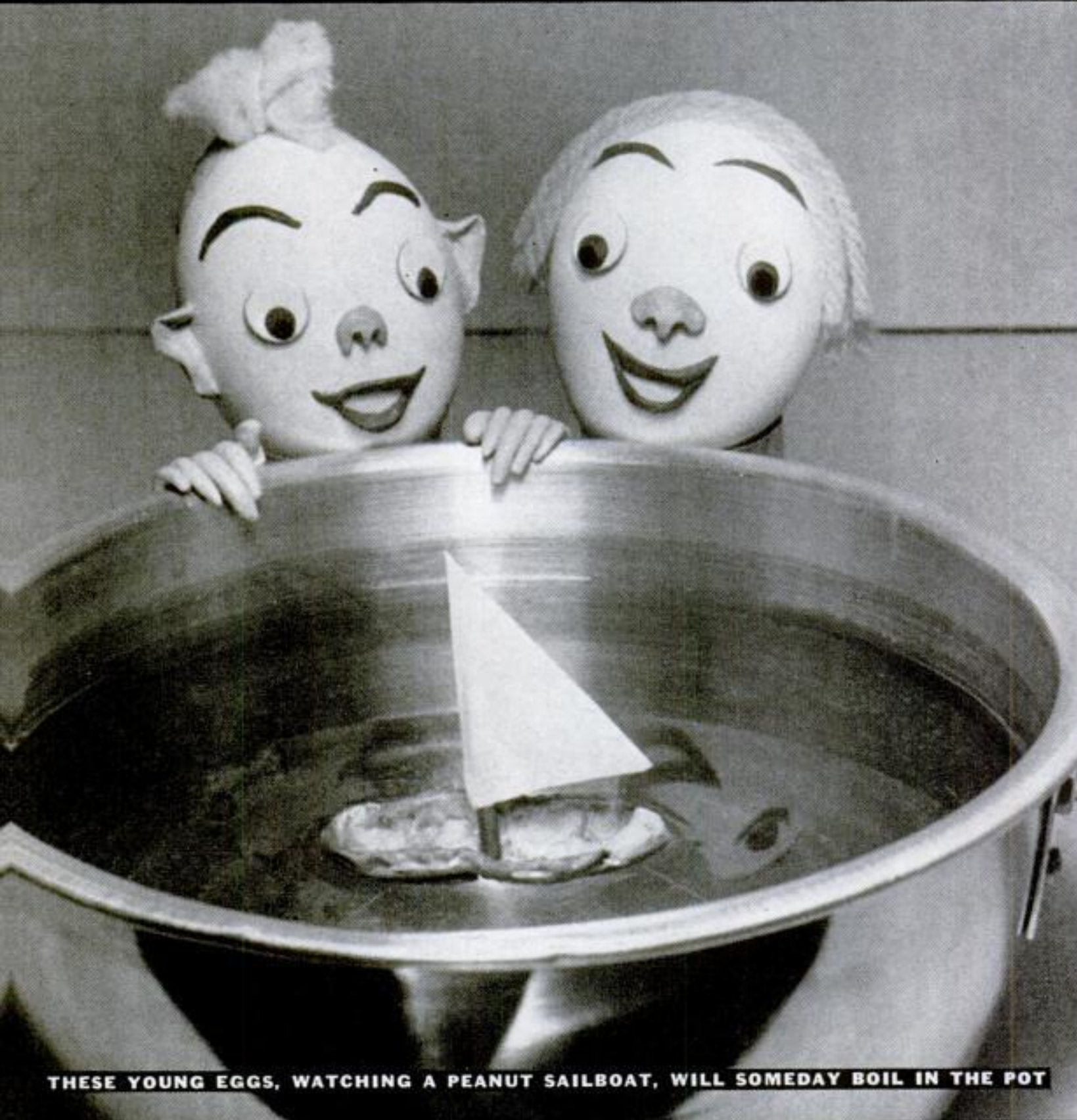


# SPEAKING OF ... THESE ARE "TABLE-

The eccentric eggs, bulbous balloons and glorified grapes which enliven these pages are the saucy products of the imagination of Nina Leen, a New York photographer. Since childhood she has amused herself by applying paint and putty to eggs, fruit and other suitable objects to make them resemble human faces and forms. Her favorite characters are impish children like "Little Lulu" (left).

In the Lilliput world which Miss Leen creates, sprigs of wool or powder puffs serve as hair, paper and thumb tacks are eyes and plastic clay shapes lips and noses. After these fragile figures are completed they are placed on the top

IMPISH "LITTLE LULU" GETS NO FOOD BECAUSE SHE REFUSED TO EAT HER SPINACH



THESE YOUNG EGGS, WATCHING A PEANUT SAILBOAT, WILL SOMEDAY BOIL IN THE POT

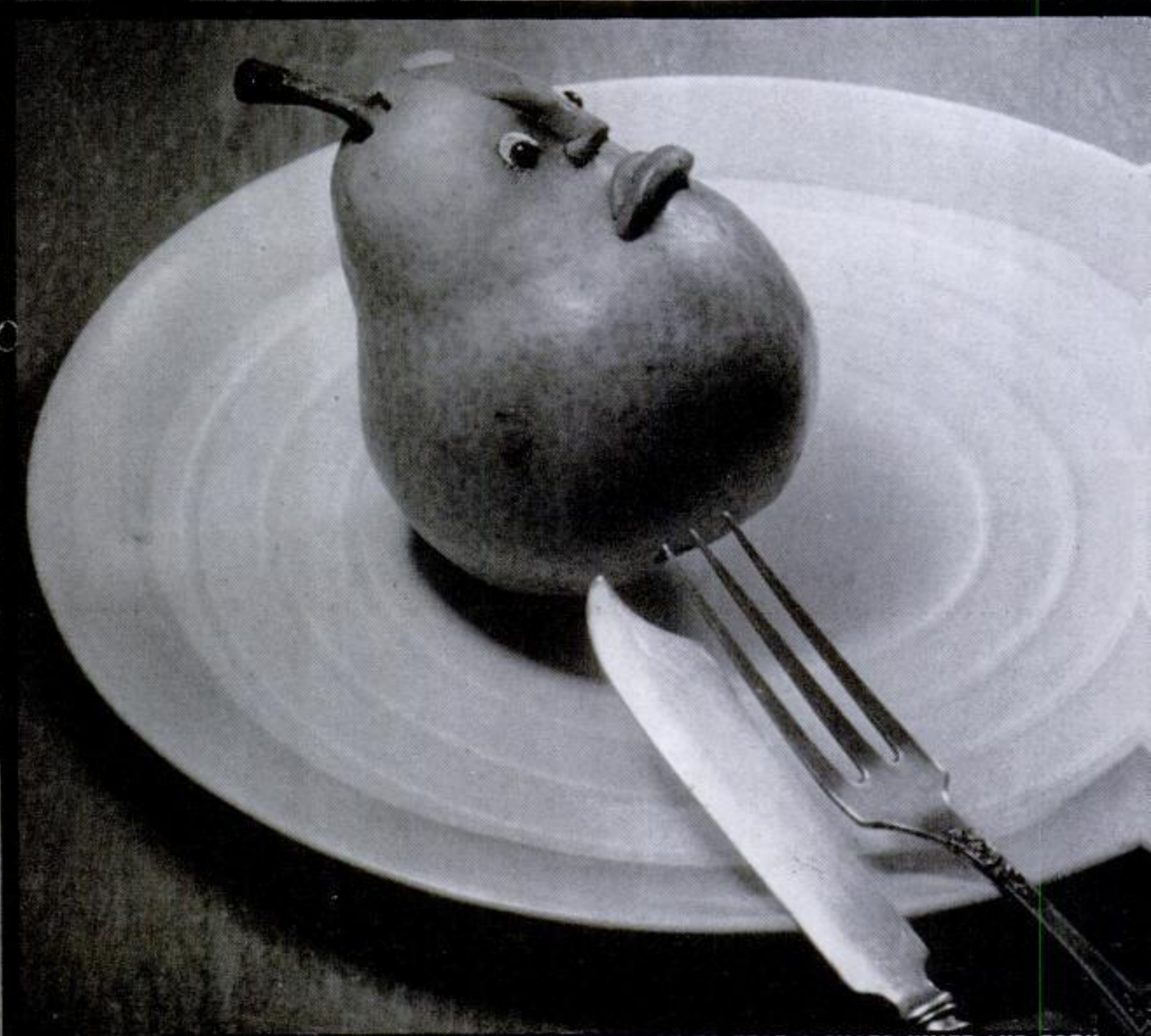


TWINS SIPPING MILK.

THEIR EYES ARE MADE OF PAPER AND THUMB TACKS



HITLER AND NAZIS, PERSONIFIED BY PEANUTS, EXAMINE SOULLESS SHELL OF A NAZI



EVEN A TOUGH PEAR LIKE MUSSOLINI IS APT TO FEAR A SHARP KNIFE AND FORK



## SPEAKING OF PICTURES

(continued)



**Nina Leen** is seen here with some of the balloons that she paints to resemble faces. Working with balloons is difficult as many of them burst while being painted and it may take as long as five hours to paint the desired expression on a single balloon.



The egg faces are stored away in a box when Miss Leen is through with them. The few props she needs to enliven the faces are stored at bottom of the box: putty and a powder puff at the right, woolen yarn, a box of thumb tacks and glue at the left.

## New papa fights COLD faster with Sal Hepatica!\*



**NEW PAPA:** Kerchoo! Are they all right? I came the minute I . . . kerchoo!

**NURSE:** I know, and they're both doing fine. But with that cold, we can't let you in the room with the Baby. I'd suggest you take some fast-acting Sal Hepatica.



**NEW PAPA:** I guess you're right. You say Sal Hepatica will help me fast?

**NURSE:** It'll help fast—two ways. First, Sal Hepatica acts quickly as a laxative—usually within an hour—and speed is important in treating any cold. Second, it helps counteract the excess gastric acidity that usually accompanies a cold.\*



**NEW PAPA:** So here's the fellow who kept me waiting so long to see him, eh?

**NEW MAMA:** Probably *seemed* a long time, dear. But actually, I guess you've never thrown off a cold so fast in your life. Better thank Nurse for telling you about Sal Hepatica.

\* A recent survey conducted by seven leading medical journals shows that 7 out of 10 doctors recommend a *saline* laxative in treating colds.

## SAL HEPATICA

Get a bottle of this famous saline laxative at your druggist's today.

TUNE IN! EDDIE CANTOR in "Time to Smile"—Wednesdays at 9 P. M., E. S. T.



# ARVIN

## HEATS YOUR CAR

### The Best Way

WITH SAFE, DEPENDABLE  
FREE HOT WATER

● The Arvin way of heating cars—with circulating heat from hot water—is the best and most approved way. Automotive engineers, mechanics and car owners by the millions agree on this. Arvin heat is safe—dependable—costs you nothing for fuel. Heater installation doesn't interfere with performance of car. Fan-forces heat all over car and to windshield for defrosting. Intensity and direction of circulating heat, always under your control. Those are but a few of many Arvin advantages.

New Arvins give more heat, faster. Deluxe dash model shown here is extra powerful, with tailored fittings and special fast warm-up equipment for most popular cars.

Other Arvin dash models, similar except for size and fittings, as low as...

**\$9<sup>95</sup>**

HEATS YOUR  
CAR FAST  
DEFROSTS  
WINDSHIELD

ASK TO SEE THIS ARVIN DELUXE SPECIAL DASH MODEL 72-G  
with special fast warm-up equipment for—

CHEVROLET CARS  
\$17.95

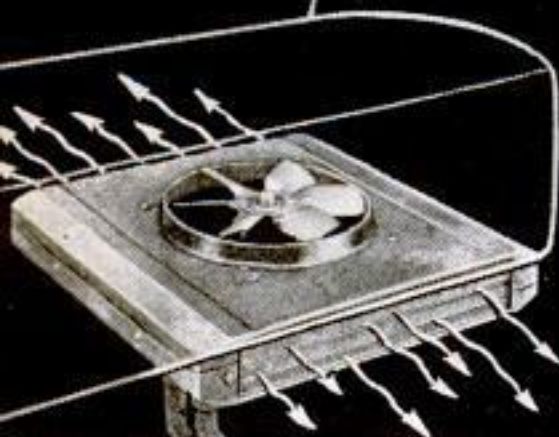
FORD AND MERCURY  
\$16.95

CHRYSLER-BUILT  
CARS \$15.95

With Universal Fittings for other cars \$14.95. Defroster connections for all cars \$3.95 extra.

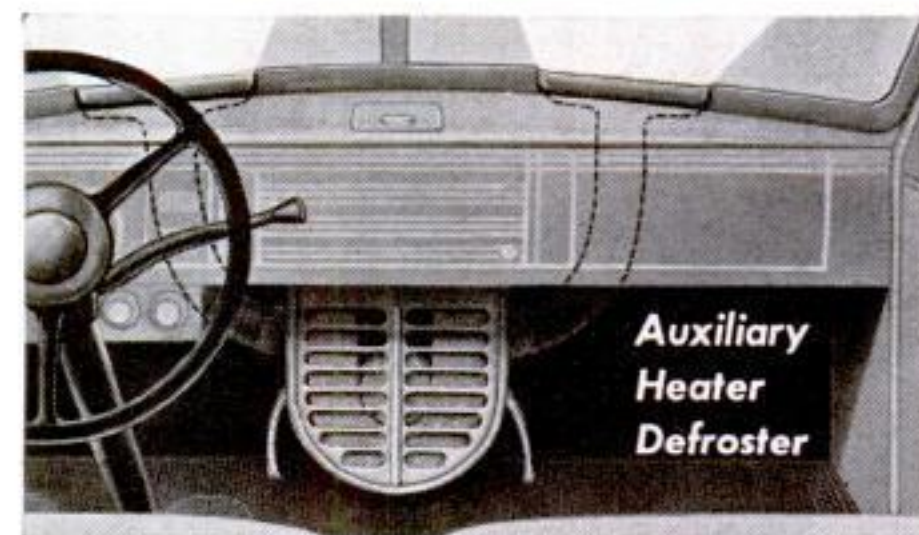
UNDERSEAT HEATER

Installs  
on Floor  
Under  
Front  
Seat



**FAN-FORCES** an extra large volume of heat to front and back of car. Delivers heat at floor level, and equalizes distribution, to give uniform rise in temperature throughout car. Illuminated motor-speed variator controls flow of circulating heat. Fits most late model cars. Ask to see Arvin Underseat Model 82G, priced at \$16.95.

To defrost windshield, this Arvin may be installed in series with Auxiliary heater-defroster at right.



Auxiliary  
Heater  
Defroster

**INSTALLS ON DASH**, out of way. Fan-forces heat to windshield for defrosting—and extra heat to feet. Adjustable side doors and motor speed variator, regulate amount of heat distributed each way. Ask to see Arvin 42G—price complete with defroster fittings for series installation with Arvin Underseat Heater \$10.90.

May be used as only source of heat in small cars. Complete with defroster and engine fittings \$12.40.

● Whether you decide on one of the new Arvin dash models, or the new Arvin Underseat Heater, you'll be heating your car the best way—with the finest car heater, for the price you pay, that Arvin ever built. And Arvin has built millions of car heaters. Arvins are sold by garages, service stations and accessory stores everywhere. Be sure to see Arvins—and you won't be satisfied with less.

Noblitt-Sparks Industries, Inc., Columbus, Indiana  
Also Makers of Arvin Radios for Home and Car  
and Bathroom Electric Heaters

ARVIN  
HEATS YOUR CAR  
Fast!



## FROM LIFE'S CORRESPONDENTS

(continued)

China depend absolutely on water-borne lines of communication, long and exceptionally vulnerable to submarines.

Q. Whose submarines?

A. Ours if need be—and the British and Dutch.

Q. Have the Dutch an important submarine force?

A. Yes, based on the Netherlands Indies.

Q. Why are you so sure the Japanese leaders are conscious of their own weakness?

A. They have told me.

Q. Aren't such confessions unusual?

A. Yes, but I have many old and intimate Japanese friends—some of them still in positions of high authority.

Q. What do they say?

A. First that Japan will never fight America because, whatever the cause, whatever the initial phase, the result must obviously be calamitous to Japan. Second, that Japan will risk no war with Britain, unless Britain's defeat in Europe is clearly discernible. Third, that the "China Incident" was inevitable but the strength of the Chinese was badly under-estimated. Fourth, that they are now convinced the government of Free China must be completely driven from the soil of China. Fifth, that Free China could not resist a month without British and American support.

Q. If they will not risk war, how do you account for their inconsiderate, even belligerent behavior towards us and the British?

A. Their method has succeeded so far, hasn't it? They have won by bluffing. Their poker playing has been pretty shrewd. Only once they nearly missed—when they sank the *Panay*—and then they apologized and paid and apologized and apologized.

Q. You think it is a deliberate study and method?

A. I once asked a particularly close Japanese friend and high official how far they planned to go in South China. (This was in 1938.) He said, "As far as we dare."

I said, "Would you dare to risk war with Britain?"

He smiled. "We have no young officers so irresponsible."

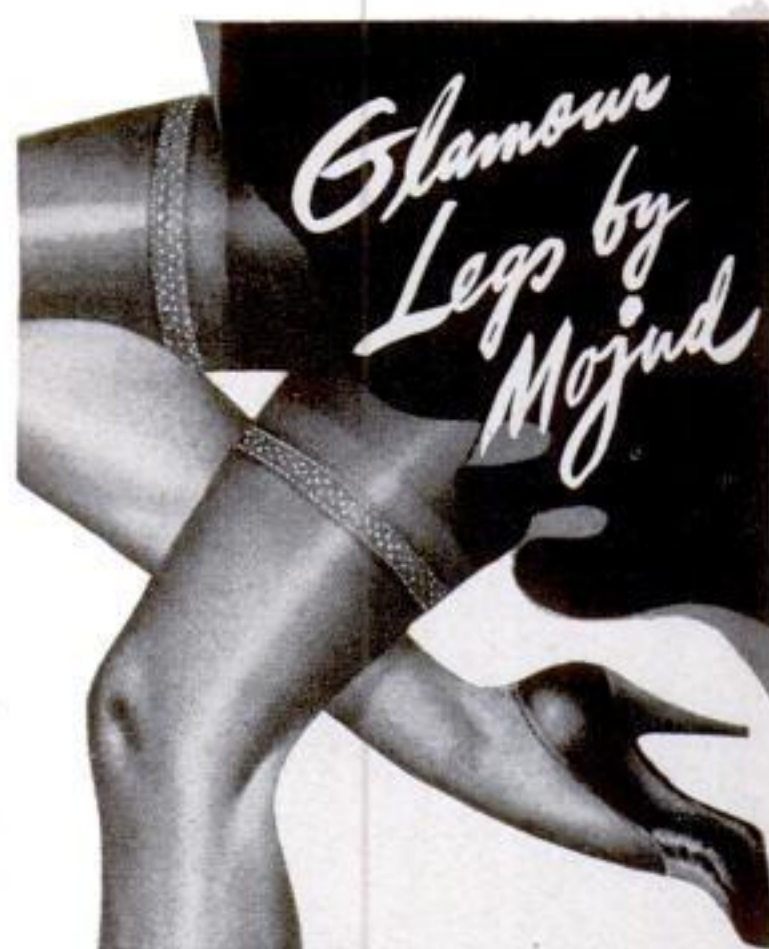
"But is there no danger you may miscalculate?"

Another smile. "We haven't yet, have we?"

Isn't this consistent with Mr. Matsuo's recent admonition to the American people that his country's new agreement with Germany would save many American lives by persuading us not to meddle in Far Eastern affairs?

Q. Do you think we should meddle?

A. Are we given any choice? Have we attacked anyone? Are we not the subject of threats? Is it not evident that the Orient under Japanese exploitation would undermine our economic welfare, our standard of living? Are they not already indicating what their attitude would be if they were strong enough to enforce it? Not only are we already in the Orient, where we have vast interests, including the Philippine Islands, but a strong, independent China is an obvious essen-



Whether silk or nylon... every pair made with loving care... to bring you glamour, beauty, extra wear. Preferred by millions of women... Sold by over 6,000 stores, coast to coast.  
SILK 79¢ to \$1.25  
NYLON \$1.35 and \$1.50

MOJUD  
the dependable  
HOSIERY

TRADE MARKS REGISTERED COPYRIGHT, 1940  
MOCK, JUDSON, VOEHRINGER CO. OF N.Y., INC.

Why suffer  
with that  
**HEADACHE?**  
Relieve it quickly  
with  
**"BC"**



Headaches, neuralgia and similar pains are quickly relieved with "BC". This prompt-acting remedy dissolves rapidly and relieves in a hurry. Follow the simple directions on the package. If pains persist always consult a physician. On sale everywhere—10¢ and 25¢.

**FREE OFFER:** For free sample write B. C. REMEDY CO., Dept. L16, 551 Fifth Avenue, New York City.



10¢ and 25¢  
ONE OF THE  
FASTEST-SELLING  
REMEDIES OF ITS  
TYPE IN AMERICA

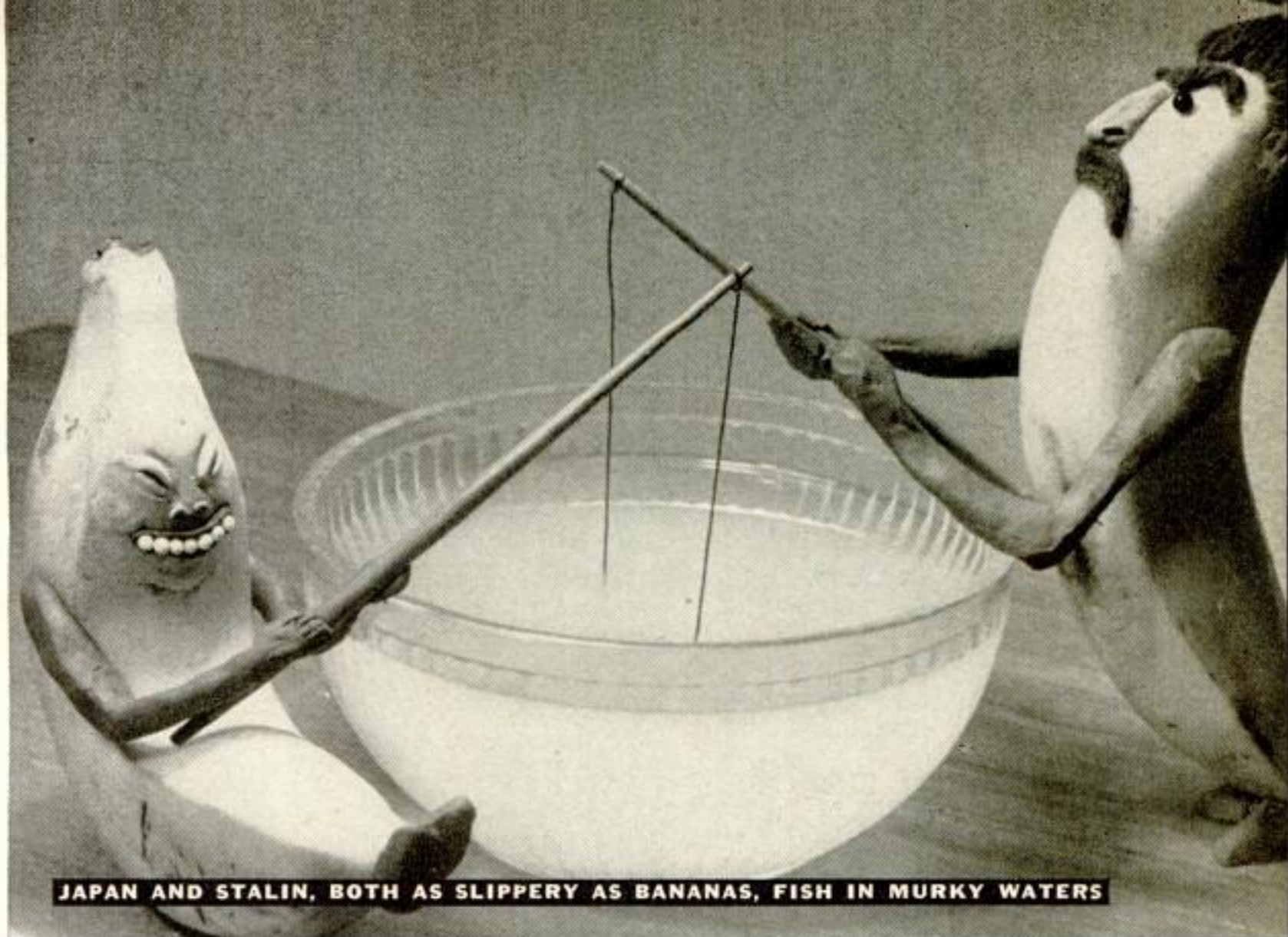


# PICTURES . . .

## TOP PHOTOGRAPHS"

of the nearest table and photographed. The table serves as a homemade studio.

Called table-top photography, this diverting technique has become one of America's fastest growing indoor sports. A book on the subject by Norris Harkness and Ernest E. Draper (Harcourt, Brace & Co.), recently published, explains how asbestos and salt can be substituted for snow, cocoa for dirt, peach pits for boulders and marmalade jars for buildings. Recently even the movies have adapted table-top photography to their uses. After LIFE published table-top musicians, carved from fruit by Henry Rox, in its issue of Dec. 11, 1939, MGM used a sequence of Rox's fruity musicians in its musical *Strike Up the Band*.



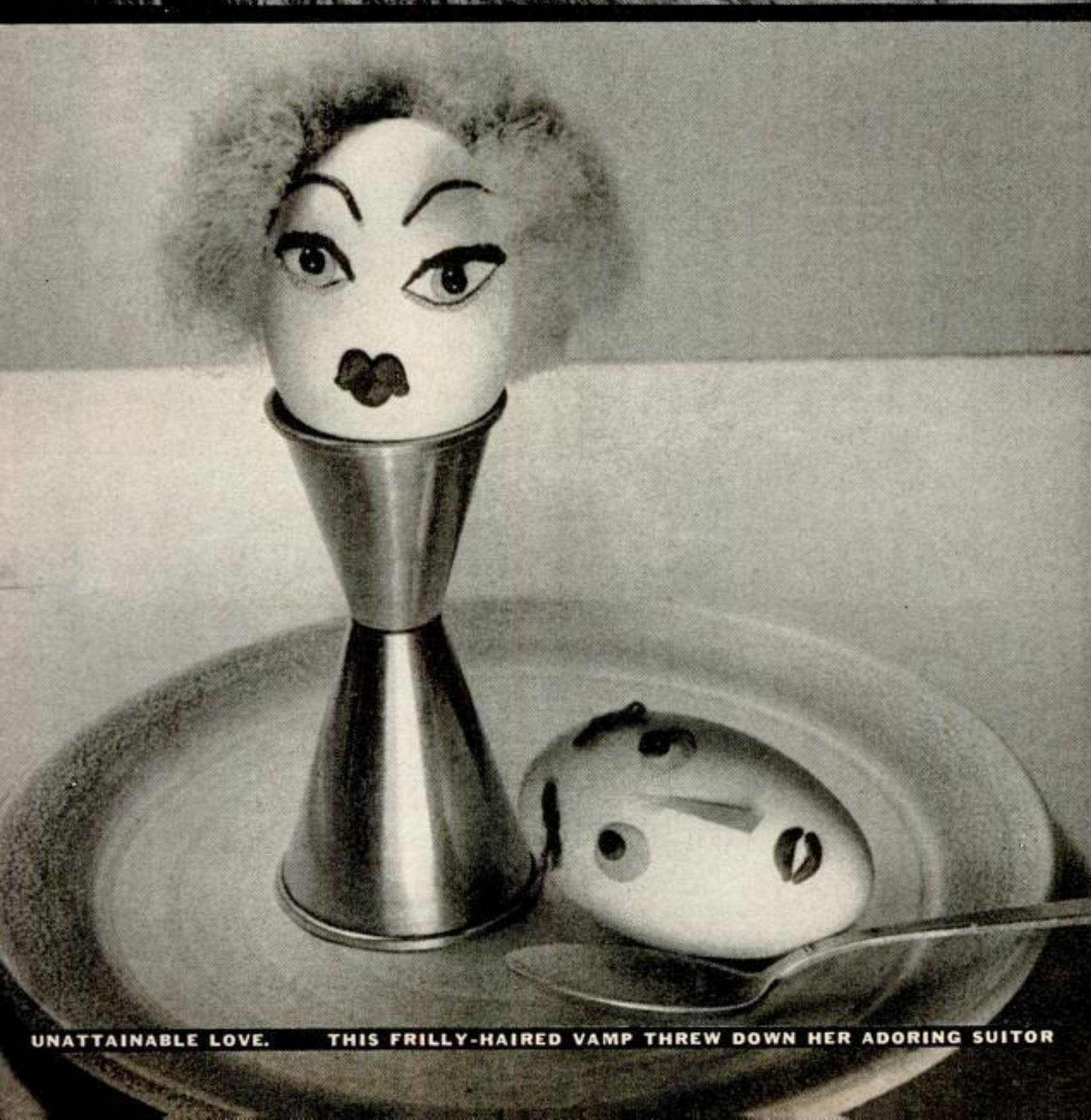
JAPAN AND STALIN, BOTH AS SLIPPERY AS BANANAS, FISH IN MURKY WATERS



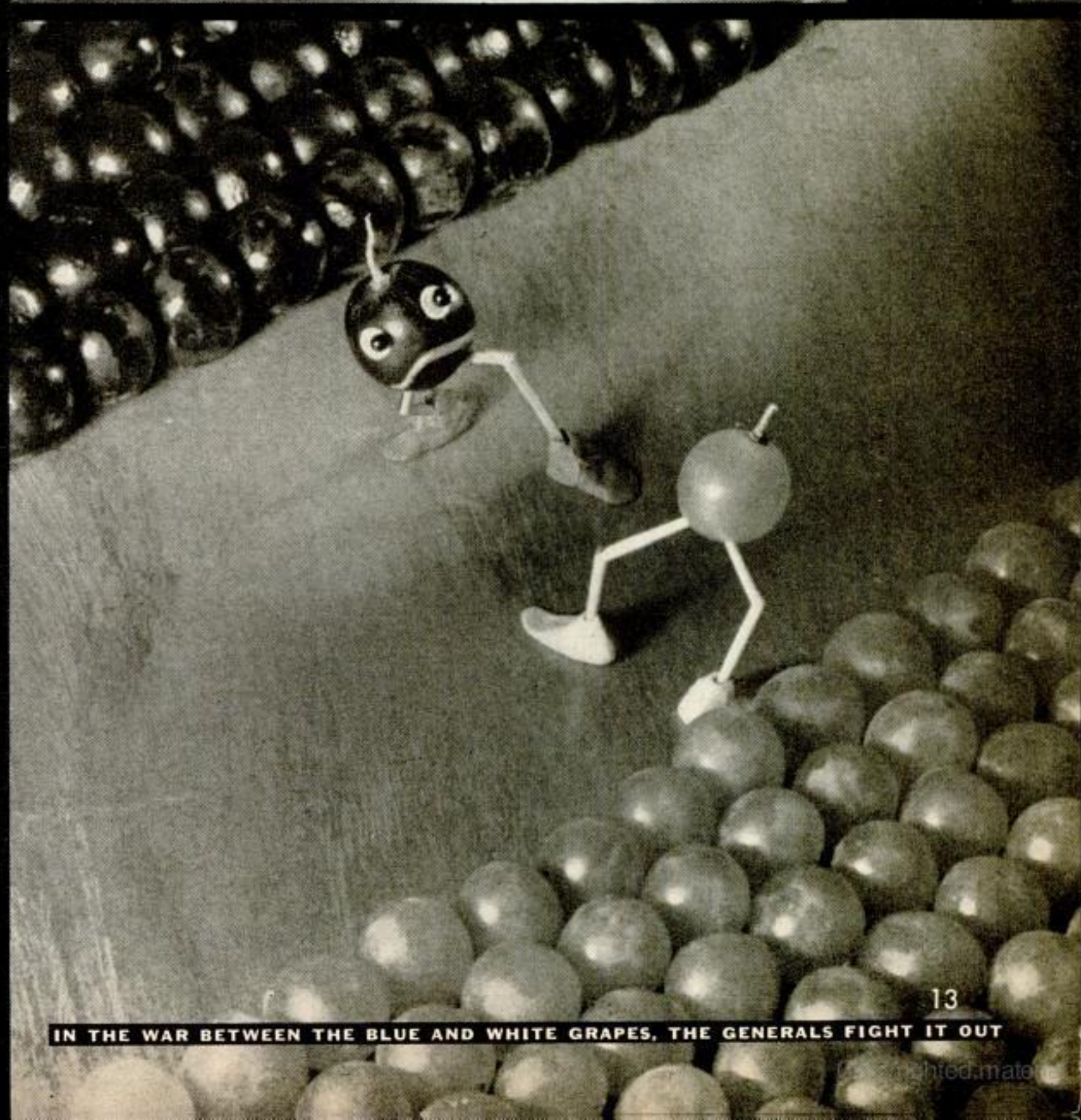
"DUMB DORA" HAS A BALLOON FACE, PUTTY MOUTH AND HAIR OF COPPER MESH



SIX TERRIFIED EGGS AWAIT THEIR DOOM AS THEY WATCH A COMPANION FRY



UNATTAINABLE LOVE. THIS FRILLY-HAIRED VAMP THREW DOWN HER ADORING SUITOR



IN THE WAR BETWEEN THE BLUE AND WHITE GRAPES, THE GENERALS FIGHT IT OUT



*Back from Havana:—*

# FRED BRADNA okays Havana

## Taste of New White Owls



**OWL:** Say—Fred Bradna! What's the ring-master of "the greatest show on earth" been doing down in Havana?

**BRADNA:** Heigh-ho! Visiting Havana—the wondrous, miraculous, indescribable metropolis of the Caribbean!

**OWL:** Bet you enjoyed plenty of those Havana cigars, too.

**BRADNA:** Ah—the memorable, magnificent, mellifluous taste of Havana!

**OWL:** Look—will you try this *new* White Owl and tell us if it's got an honest-to-goodness Havana flavor?

**BRADNA:** Ah! It's wonderful . . . marvelous . . . stupendous. But seriously, it does have real Havana taste!

**WE MET** Fred Bradna, known to millions as the famous Ring-master of Ringling Brothers and Barnum & Bailey Circus, when he returned to New York to open the circus season. He had just returned from a vacation in Cuba.

Among his many friends, Fred Bradna is known as a discriminating cigar smoker. And, naturally, when so famous a cigar smoker—just back from Havana, the cigar capital of the world—says, "The *new* White Owl has a real Havana flavor"—that's something to remember!

This *new* White Owl, with its Blended-with-Havana filler, has won thousands of new friends. **For a rich, luxury-tasting, mild Havana smoke—ask for the new White Owl!**

*NOW BLENDED  
WITH HAVANA!*



**Try a**

**NEW WHITE OWL—Today 5¢**

New White Owls are made in U. S. A. only

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-taste  
**BETTER**

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☐ C.O.D. Add 1 P.O. chge. of 12c on C.O.D.

Colors (listed above)

Name

Address

City

State

tial to our national safety in years to come.

Q. What possibility is there that an independent China may survive?

A. It is not yet too late. But if we wait for that two-ocean Navy, it may be.

CORNELIUS V. STARR

#### Businessmen and Defense

Washington, D. C.

With billions of dollars worth of defense contracts yet to be awarded, Washington is teeming with Businessmen on Hand—sincere corporate patriots, itinerant medicine men, old-time fast-action slickers. The patriots, hundreds of them, are here to supply everything from locomotives (for Army engineers) to pigeon legbands (for Army couriers). There is only one man in the U. S. who manufactures identification disks for Army pigeons and his garage is his factory. The medicine men are here beating drums for hometown industries. The slickers try to ascertain, by fair means or foul, which companies are to receive future contracts. Then they sell their services to these companies on the basis of ability to deliver future defense contracts.

Then Washington also has Businessmen on Duty. The Defense Commission now has 90 of these, from the president of General Motors Corp. to the head of the Egg White Products Company (Kansas City, Mo.).

Hotels are having their biggest season since the NRA. Never before have the larger ones been booked up six days in advance. The swank Carlton even has a special basement clubroom where early arrivals can shower until rooms are available.

Businessmen usually come to town without their wives and stay from Mondays to Fridays. Few members of the Defense Commission have families with them, although Edward Stettinius of U. S. Steel is an exception. Weekdays he lives at the Shoreham, weekends with his family on a Virginia farm. Weekends most of the other members fly out of town, literally, to see the folks back home and to keep a weather eye on their private affairs.

The Businessmen on Duty find government service a distinct novelty. Frequently there are crowded into one small room in the War Department's musty Munitions Building, three or four able executives who once had mammoth panelled offices of their own. And the hours are longer than in most business days. William Knudsen often works a twelve-hour day; tops it occasionally with a poker session with Jesse Jones. Jones himself, burdened with the RFC as well as the Department of Commerce, works hours that would kill anyone but a Texan. When the RFC recently had its offices transferred, Jesse toiled until 10:30 p. m. in the old building and at 11:30 was dictating in his new office while a scrubwoman washed the floor.

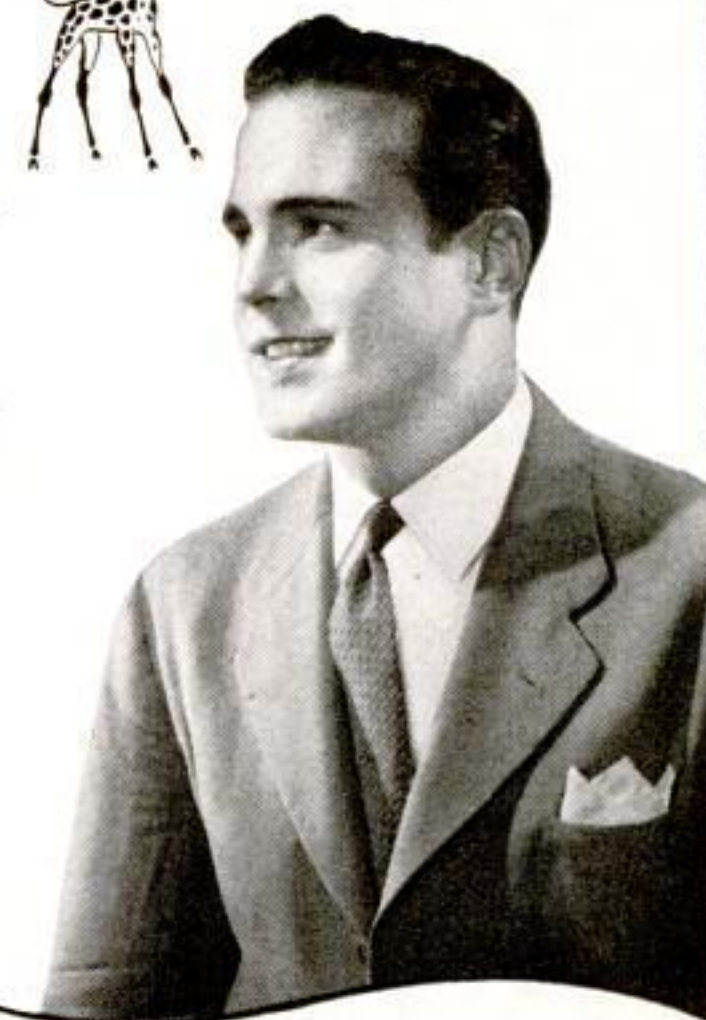
Common defense interests are throwing businessmen and New Dealers together, and perhaps for the first time in the history of this administration both are beginning to relish the experience. Rough corners are being rounded off and there is hope of eventual understanding between the two.

WILL LANG

## Lessons for men from a child's picture book



**G**  
IS FOR



**G. MEN WITH LONG NECKS** may look giraffe-like in the wrong collar. They can side-step this in Arrow's Sussex shirt. Its widespread collar makes necks look shorter, handsomer! \$2.



**B**  
IS FOR



**B. MEN WITH SHORT NECKS** may look beaver-like in the wrong collar. They can avoid this with the Arrow Bruce shirt. Its low band, long-point collar makes necks seem longer, thinner! \$2.



**H**  
IS FOR



**H. MEN WHOSE COLLARS** wrinkle like a hippo's neck should get Arrow Dale. Its collar won't wilt all day! Like all Arrows, Dale is Sanforized-Shrunk (fabric shrinkage less than 1%). \$2.50.



**P**  
IS FOR



**P. MEN FEEL PROUD** as peacocks in Arrow Shirts! Arrow's exclusive "Mitoga" figure-fit is shaped the way a man is built. Young men pick Arrow Gordon Oxford, with button-down collar. \$2.

**ARROW SHIRTS**

Made by Cluett, Peabody & Co., Inc.

Sanforized-Shrunk—a new shirt free if one ever shrinks out of fit



# RUBBER DOES



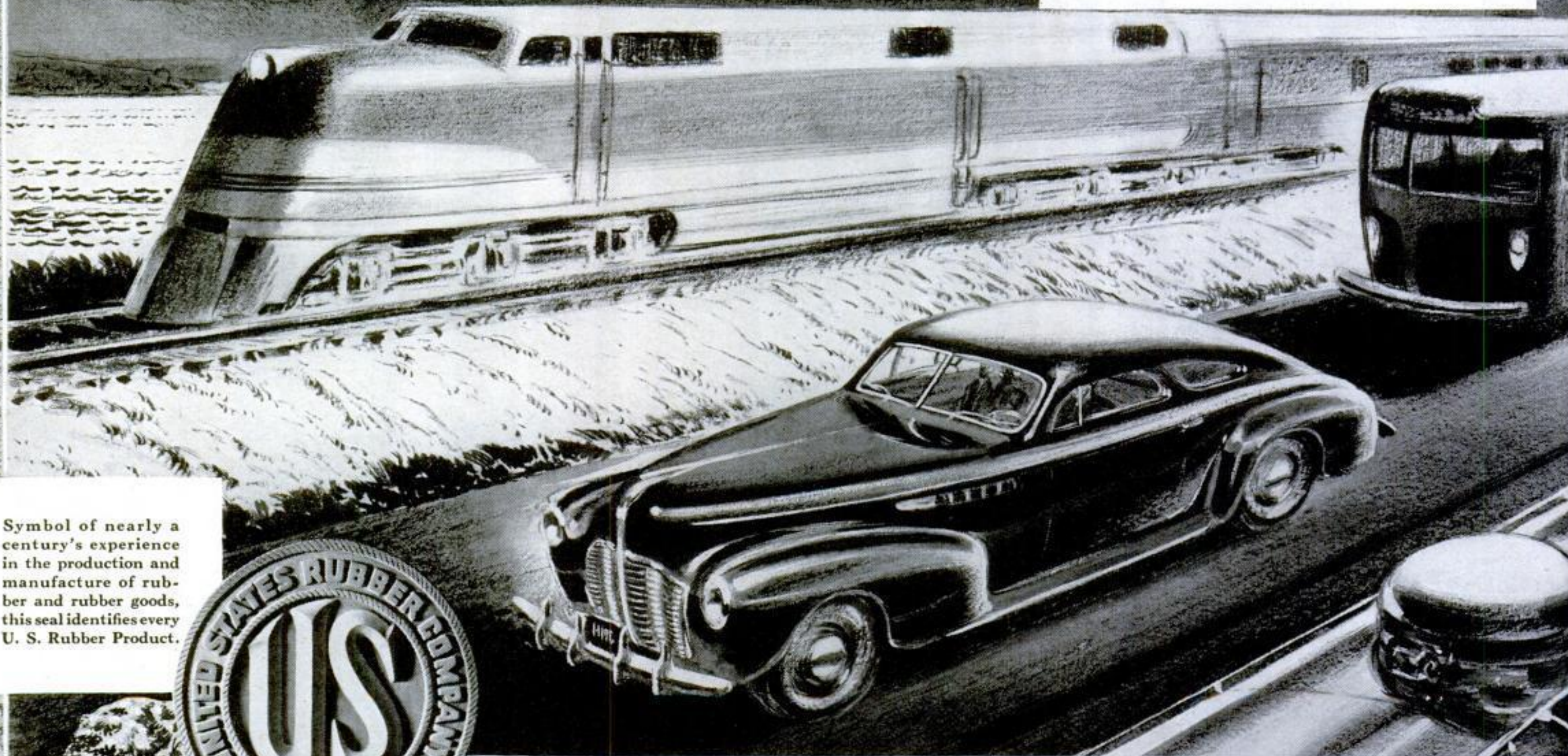
**1. "GOOD-BYE, GOOD-BYE, we've had a lovely time!"** As the big bus pulls away from the curb, homeward bound from the Fair, John and Mary Jones and Bob and Betty sink deep into luxurious seat cushions of U.S. Royal Foam, first of the thousands of rubber products that will help to hurry them home in safety and comfort.



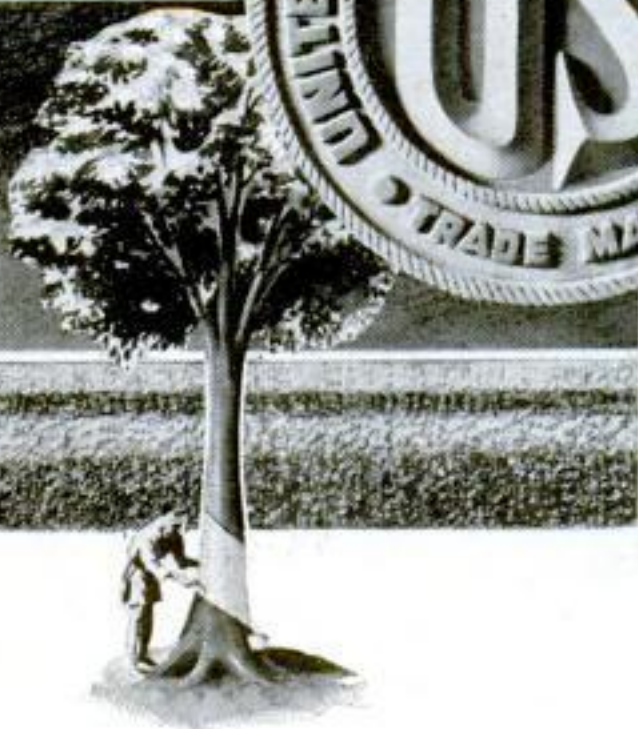
**2. SPEEDING THROUGH THE NIGHT** on one of America's crack streamlined trains, John and Bob have floated off to sleep on their mattresses of Royal Foam while Mama reads Betty a good-night story. As they sleep, rubber insulating parts absorb vibration and noise, rubber diaphragms and window strips shut out drafts and dust, rubber hose brings them clean, fresh air.



**3. DINNER IN THE SKY** three miles above the earth is their next adventure. And at least some of their feeling that they're floating on clouds is due to the Royal Foam cushions in their armchair seats. Their speed and safety, too, depend on rubber—for, from rubber tires to rubber insulated wires, modern air transport relies on rubber.



Symbol of nearly a century's experience in the production and manufacture of rubber and rubber goods, this seal identifies every U. S. Rubber Product.



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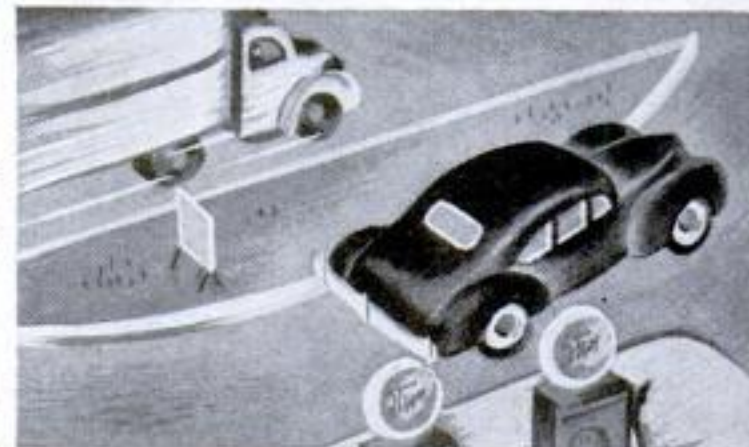
In Canada:  
Dominion Rubber Company



**4. NOW BACK TO EARTH** and rolling along a rain-wet highway, the Jones family gives no thought to anything but "How soon will we be home?" For quick-stopping U.S. Royal Tires protect them from skids; rubber shock absorbers smother noise; rubber hose and insulated wire, and more than 300 rubber parts including the steering wheel keep their car running smoothly, safely, swiftly.



**5. RUBBER, RUBBER EVERYWHERE...** but this time synthetic rubber. To protect against the destructive effect of gasoline, filling station hose is made of synthetic rubber compounded in "U. S." laboratories, where coats, aprons, boots, insulation and other synthetic rubber products for special uses are turned out every day for business, industry and the home.



**6. THE NATION'S FREIGHT ROLLS ON RUBBER, too.** Special long-wearing U.S. Rayon Cord tires (that resist temperatures of 250°-400° generated on long, fast hauls) have speeded up deliveries, cut operating costs, and helped maintain on-time schedules for the trucks that carry much of America's goods from city to city, state to state and coast to coast.

# UNITED STATES



# IT BETTER



**IN TRAVEL AND TRANSPORT**, from your own two feet to the latest stratosphere plane, the world walks and rides and flies on rubber. Rubber heels cushion your spine from the shocks of concrete pavements; on rubber tires millions of cars, trucks and buses start and roll and stop; rubber "sandwiches" silence the "clickety-clack" of train wheels; and in train and plane berths you float to cushioned sleep on pillows and mattresses of rubber foam. Rubber in a thousand ways contributes to your comfort, your safety, your convenience. Without rubber, rubber compounds, synthetic rubber and rubber "alloys" modern transportation could not exist. And that's because nothing wears like rubber, nothing insulates like rubber, nothing cushions like rubber. Today, thanks to a matchless knowledge of the chemistry of rubber, rubber products developed by U.S. Rubber engineers and scientists are setting new standards of safety, comfort, and economy wherever wheels roll.



**7. UNSNARLING TRAFFIC** on highway, skyway and railway—guarding the welfare of driver, passenger and pedestrian—U. S. Rubber insulated electrical wires and cables for traffic control, communication, and police, fire, train and plane signal systems are in use all over the world. Stop lights on the street, beacons on the flying field, fire alarms and radio depend on rubber.



**8. "WASN'T IT A WONDERFUL TRIP?"** Glad to be home at last, greeted by the "welcome" on their rubber door mat, the Jones family will remain unaware, until they read these pages, of just how much rubber has contributed to their "wonderful" trip ...and of how, not only in transport and travel but everywhere in American life, Rubber Does It Better.

# RUBBER COMPANY



# "DON'T PUT A COLD IN YOUR POCKET"

MY SWEETHEART CRIED, AS I STUFFED A DAMP HANKIE IN MY POCKET. SO NOW I'M SMART... IT'S NOTHING BUT SOFT, IMMACULATE KLEENEX FOR ME! USE EACH SHEET ONCE-- DESTROY IT.

(from a letter by M. G., Baton Rouge, La.)



"Tell me Another" says **KLEENEX** and win \$5.00

for every "Kleenex True Confession" published. Mail to KLEENEX at 919 North Michigan Avenue, Chicago, Ill.



I keep my POP clean...

WHENEVER I REFRESH WITH SODA POP, I ALWAYS WIPE THE BOTTLE NECK FIRST WITH KLEENEX.

(from a letter by H. M. S., Minneapolis, Minn.)



GOOD GRAVY!!!

I DRIPPED GREASE ON MY NEW DRESS JUST BEFORE A DATE--BUT I PUT SEVERAL THICKNESSES OF KLEENEX ON THE SPOTS AND PRESSED WITH A HOT IRON. PRESTO--LIKE NEW AGAIN!

(from a letter by C. E., Key West, Fla.)



After the Bawl is Over...

THERE'S NOTHING LIKE EASY-ON-THE-SKIN KLEENEX TO HELP REPAIR MAKE-UP AFTER A GOOD CRY AT THE MOVIES.

(from a letter by M. E. L., Knoxville, Tenn.)



IF I WERE ON A DESERT ISLAND...

I'D HATE TO BE WITHOUT KLEENEX FOR HANDKERCHIEFS...TO REMOVE FACE CREAM...TO TAKE WORMS OFF HOOKS (!) ...TO CLEAN OFF PLATES.

(from a letter by I. G. W., Wilmington, Del.)

Adopt the Kleenex Habit

KLEENEX\* DISPOSABLE TISSUES (\*Trade Mark Reg. U. S. Pat. Off.)

## LIFE'S PICTURES



Testimonial to Tom McAvoy's long acquaintance with the President and his family is Eleanor Roosevelt's gesture shown in the frontispiece of this week's issue of LIFE (see p. 25) as she looks up and waves "Hello Tom." For McAvoy has photographed the President steadily since the First Term began, constantly striving to record the surprising mobility of the Presidential visage. It was he who in February 1935, before and during the signing of the Brazilian Trade Agreement, unleashed a tiny Leica with specially sensitized film and made the first good candid-camera study of the President as he puffed out his cheeks, pursed his lips, gulped water. That episode led finally to a White House ban on candid pictures of the President, but McAvoy has since enjoyed many opportunities to photograph him at Washington festivities, occasions of State and on his extensive travels. It was therefore fitting that McAvoy should be stationed at Hyde Park last week on election night to record the Roosevelt reaction to the 1940 electoral returns. The results of his efforts are shown in the unusual pictures published on pages 25-27. He is shown above.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER--OTTO HAGEL  
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7--DAVID E. SCHERMAN  
11--ACME  
12, 13--NINA LEEN-PIX  
15--PIX--NINA LEEN-PIX  
25, 26, 27--THOS. D. MC AVOY  
28--W. W.  
30--H. & E.  
31--ACME--MORSE-PIX  
32--RON PARTRIDGE from B. S., RALPH LAWRENCE--GILES from B. S., MORSE-PIX--GABRIEL BENZUR  
33--ARTHUR GRIFFIN, A. P.--BERNARD HOFFMAN, DAY PHOTOGRAPHERS, ALAN SELLS--GABRIEL BENZUR  
34, 35--GABRIEL BENZUR  
36--Lt. col. ACME--cen. col. t. HANSEL MIETH, bot. H. & E.--rt. col. THOS. D. MC AVOY  
37--INTERPHOTO  
38--BASHFORD-THOMPSON--J. R. EYERMAN  
41, 42, 44--HANSEL MIETH  
47, 48, 49, 50--KARGER-PIX  
55--GJON MILI--drawings by B. G. SEIELSTAD(5)  
56--JOHN PHILLIPS  
59--NATIONAL RIFLE ASSOCIATION & TOBIAS MOSS  
60--PETER STACKPOLE  
61, 62, 63--HERBERT GEHR  
65, 66, 69--PETER STACKPOLE  
70--LORENE SQUIRE  
71--ED LEWIS--ED LEWIS--DR. PIRNIE courtesy NATIONAL WILD LIFE INSTITUTE  
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96--T. H. ERIC SCHAAL-PIX  
98, 99, 100, 102--ERIC SCHAAL-PIX  
106--Courtesy THE METROPOLITAN MUSEUM OF ART  
107--Courtesy THE METROPOLITAN MUSEUM OF ART--© NELLY'S  
108--WM. HAMILTON RUSSELL--from COLIN CAMPBELL  
110--MORSE-PIX  
111--Prayer by REVEREND GEORGE LYMAN LOCKE illuminated by ARTHUR SZYK  
112, 113, 114, 117--PETER STACKPOLE  
118, 119, 120--HERBERT GEHR  
122--T. H. U. & U.  
123--WELDON S. BURNHAM  
124--JOHN N. GERARD

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EXQUISITE TASTE AND  
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## ★ Lord Elgin ★ 21 JEWELS ★ Lady Elgin ★ 19 JEWELS

See your jeweler's Christmas display of these Observatory-Certified timepieces. Ask about his helpful lay-away or budget plan of purchase.

Looking for a brilliant answer to your top-of-the-list Christmas problem? Then here it is: a new Lord or Lady Elgin, new in styling, amazing in accuracy.

Leading designers have wrought these watches in precious metals for you who appreciate jewelry of real worth. ELGIN's American craftsmen and scientists have given them added dependability in Elginium hairsprings\* and Beryl-X balances. Both are rust-proof, non-magnetic, unaffected by temperature or climatic

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\*Patents No. 1,974,695 and 2,072,489

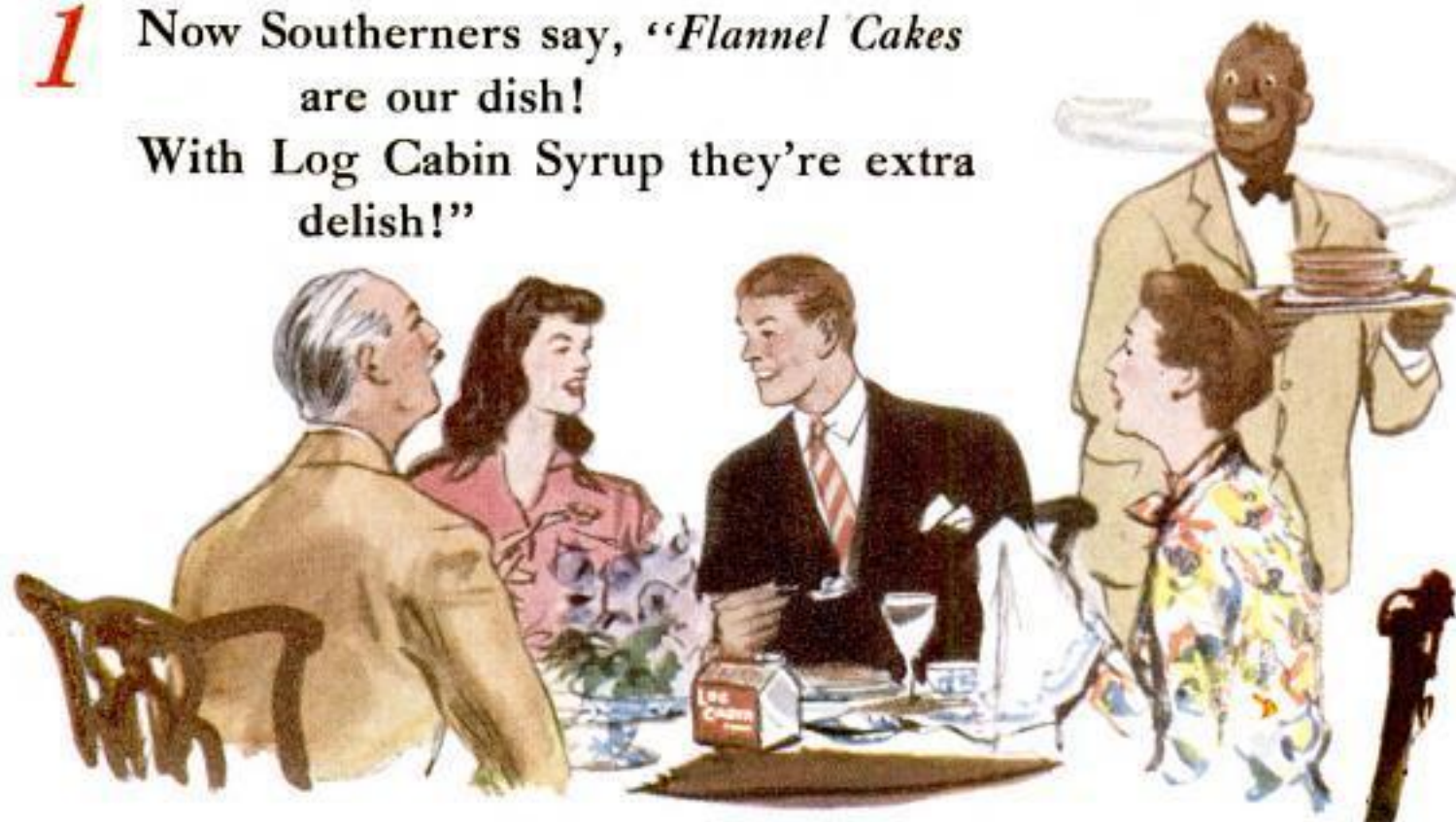
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*I'm Inquiring Bill of The Evening Star  
and I have discovered that near and far  
Folks call pancakes by many a name  
but what they want on 'em is always  
... the same!*

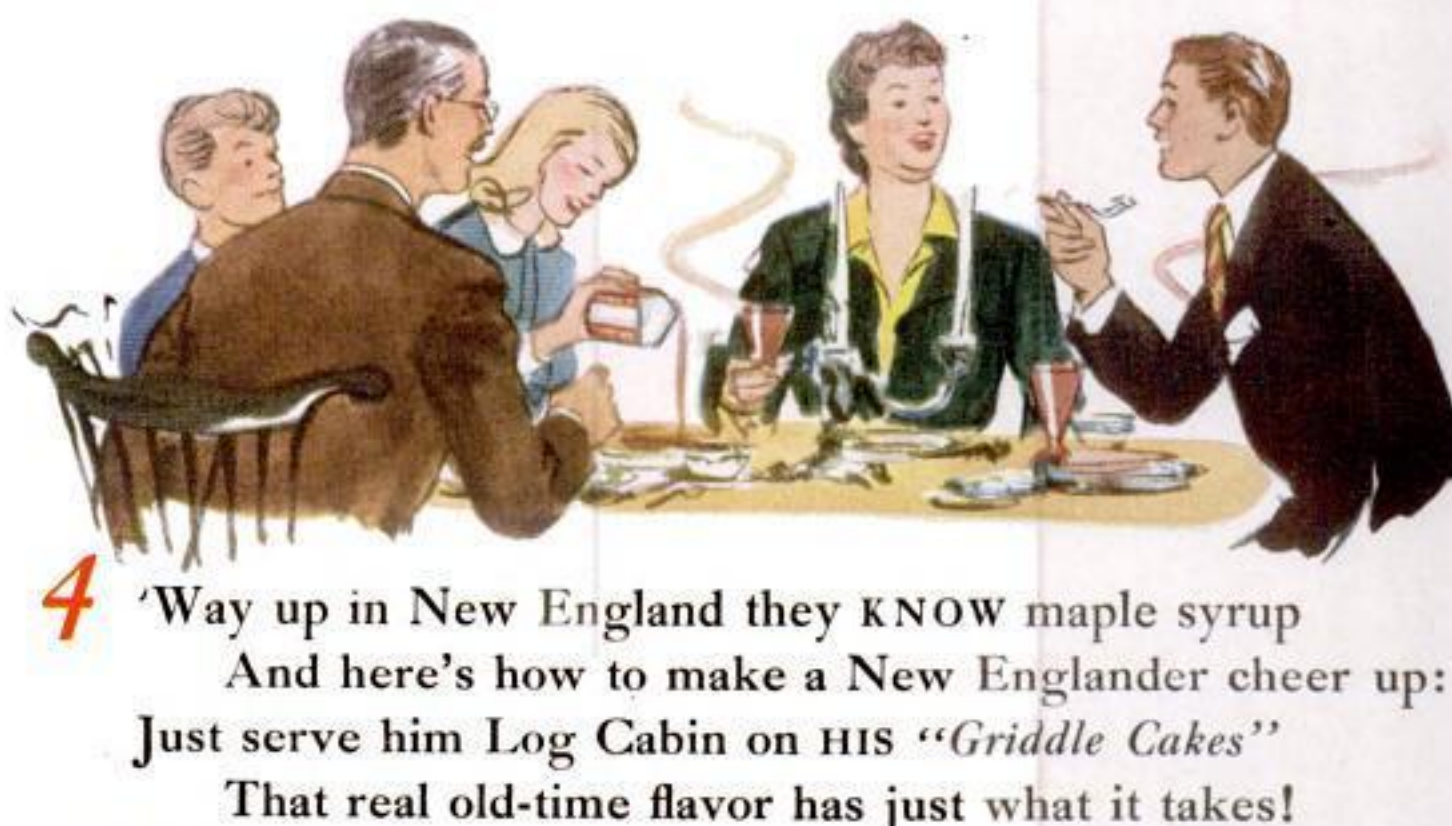


- 1** Now Southerners say, "Flannel Cakes  
are our dish!  
With Log Cabin Syrup they're extra  
delish!"



- 2** A logger out West said,  
"It's Flapjacks for mine!  
With lots of Log Cabin  
they taste mighty fine!"

- 3** It's "Hotcakes" all over  
the great Middle West  
And Log Cabin's flavor  
is what they like best!



- 4** 'Way up in New England they KNOW maple syrup  
And here's how to make a New Englander cheer up:  
Just serve him Log Cabin on HIS "Griddle Cakes"  
That real old-time flavor has just what it takes!



Call them hotcakes . . . griddle cakes . . . flapjacks . . . or  
flannel cakes—you'll call them perfect with Log Cabin Syrup!

TREAT your family to a tempting Log Cabin breakfast soon. You can expect plenty of enthusiasm once they've tasted the rich, luscious flavor that has made Log Cabin America's largest selling maple-blended syrup!

You see, Log Cabin is marvelously different from ordinary syrups. It is a blend of pure cane

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Ask your grocer for Log Cabin today—it is now selling at the lowest price in history!

Whatever your favorite pancake recipe,  
you'll like these new

#### LOG CABIN "THIN" PANCAKES

1 cup sifted flour	1 egg, well beaten
1 teaspoon Calumet	1 cup milk
Baking Powder	3 tablespoons melted butter
½ teaspoon salt	or other shortening
	1 tablespoon Log Cabin Syrup

Sift flour once, measure, add baking powder and salt, and sift again. Combine syrup, egg, and milk; add gradually to flour, beating only until smooth. Add shortening. Bake on hot, greased griddle. Makes 10 large pancakes. Serve with Log Cabin Syrup.



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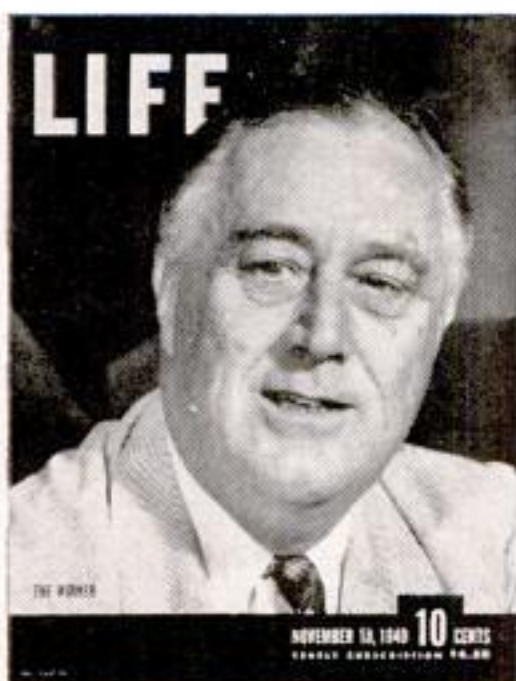
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**LIFE'S COVER.** A newspaper magazine lives on new pictures. The face on this week's cover is certainly not new to LIFE's millions of readers. But to a majority of Americans it is a face that they cherish and admire. Though in the past eight years it is a face that has been photographed thousands of times in almost every conceivable pose and from almost every conceivable angle, it remains one of the most consistently interesting and expressive faces to appear before U.S. newscameras. For a new angle and a new pose, see LIFE Photographer Thomas McAvoy's pictures on pages 25-27.

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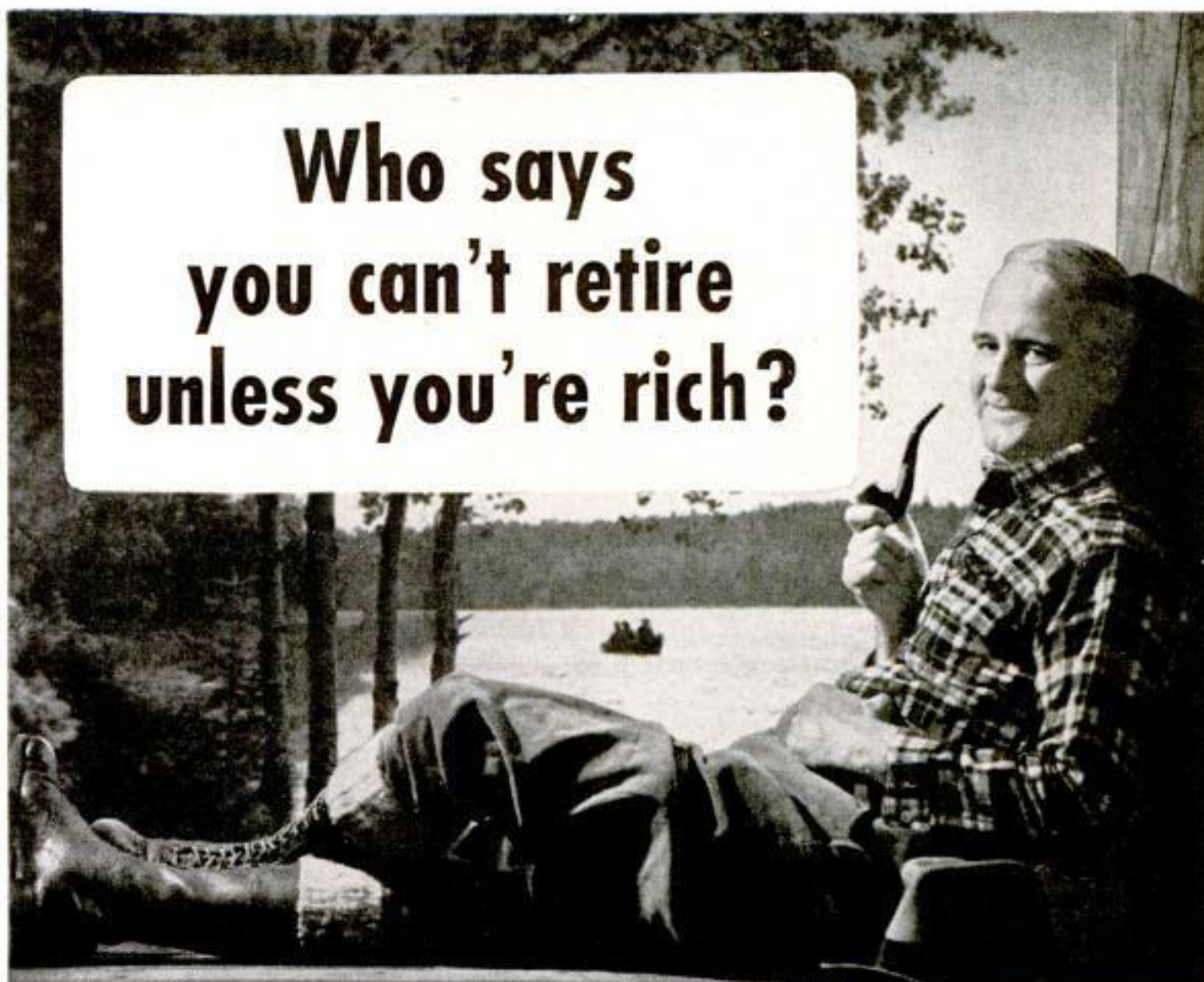
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Who says  
you can't retire  
unless you're rich?



## How I retired on a Life Income of \$150 a month

"FIFTEEN years ago I made a discovery that changed my life. I believe it will interest you.

"When I was 40, I was worried about my future. I wasn't getting ahead. I seemed to be living in a circle, and I was dissatisfied. I used to dream of being able to relax, forget money worries and enjoy life. I longed for security.

"But it seemed hopeless. I wasn't rich. I probably never would be. Like millions of others, I would simply live and work and die—spend a lifetime trying to make both ends meet.

### You don't have to be rich

"But that was 15 years ago. Now I have retired on a life income. I have no business worries—my security is guaranteed. I can work or play, as I like. Each month the postman hands me a check for \$150 and I know that I will receive another \$150 every month as long as I live.

"My friends are envious. They want to know how, without being rich, I ever managed to retire on a life income. The answer is simple: When I was 40, I discovered the Phoenix Mutual Plan.

"The moment I saw this Plan, I knew it was just what I needed. Through it, I could get a life income of \$150 a month in 15 years, protect my family, and even get a disability income if, be-

fore I reached 55, total disability stopped my earning power.

"Best of all, I could do all this through long-term, easy payments, and for far less money than ordinary investments require.

"Today, at the comparatively early age of 55, I have the things I want—life-long security, the opportunity to travel, to hunt and fish, to play, to live fully and well. I can laugh at worries. I can be sure of comfort and happiness in the years ahead—with a guaranteed income of \$150 a month for life."

This story is typical. Wouldn't you like to make sure of your own future? Wouldn't you like to find out, for yourself, how the Phoenix Mutual Plan works? You can get the facts, without obligation, by sending for the free booklet offered below.

### Send for Free Booklet

Send the coupon below and you will receive, by mail and without charge, a booklet which tells about the Phoenix Mutual Plan and how to qualify for it. This booklet explains how to get a life income of \$10 to \$200 a month or more, starting at age 55, 60, 65 or 70. It shows how to fit the Plan to your own needs, large or small. Don't delay. Don't put it off. Send for your copy now.



**PHOENIX MUTUAL**  
*Retirement Income Plan*  
**GUARANTEES YOUR FUTURE**

**HOW TO GET A  
GUARANTEED  
INCOME FOR LIFE**



Phoenix Mutual Life Insurance Company  
445 Elm Street, Hartford, Conn.

Please send me by mail, without obligation, your book describing the  
**PHOENIX MUTUAL RETIREMENT INCOME PLAN.**

Name

Date of Birth

Business Address

Home Address



# MESSAGE IN A BOTTLE\*



**San Francisco, Cal.:** When San Franciscans get a hankering for abalone steaks or fish dinners, they steer a course for Bernstein's Fish Grotto on Powell Street. Here folks dine in a replica of a ship's cabin. Nautical decorations, however, are merely incidental to the fine foods.

Bernstein's serves some of the tastiest seafood the Pacific affords, plus choice Kansas City steaks and chops. Favorite garnishment is the big red bottle of Heinz Tomato Ketchup found on every table. Bernstein's rates it "the most called-for sauce in America!"



\*THERE'S a message for you in that familiar octagonal bottle your favorite restaurant serves you! For Heinz Tomato Ketchup says—"Here's how to make good food taste even better!" This thick, luscious, mouth-watering condiment works wonders with scores of popular dishes! Into this famous sauce go the cooked-down goodness of Heinz big, juicy "aristocrat" tomatoes, Heinz own aged-in-wood vinegar and piquant spices. It's so rich, so concentrated just a few drops give magic flavor to your cooking, too. Be sure to ask for *Heinz* always—the world's largest-selling ketchup.



**Boston, Mass.:** Memories of one of Pieroni's "sea grills" haunt many a traveler for months after his visit to Boston. For 46 years this name has meant top quality in seafoods, steaks and chops. Naturally, Pieroni serves Heinz Tomato Ketchup to match the goodness of his foods. Pictured above is the Park Square, one of three Pieroni restaurants in this city.



**New York City:** If you like thick, juicy steaks, broiled to a turn over hickory logs, make Hickory House on West 52nd Street a port of call on your next visit to New York. There are plenty of other hearty dishes as well, and you'll always find Heinz condiments, including Ketchup, Chili Sauce and Heinz 57 Beefsteak Sauce.



**Dallas, Tex.:** Catering to the Southern fondness for waffles, made light and crisp, Webb Waffle Shop operates three high-class restaurants in downtown Dallas. Almost as popular are the steaks and barbecue sandwiches served here. To give an extra fillip to chops and steaks, guests demand Heinz sauces, such as Tomato Ketchup, 57 Beefsteak Sauce and Worcestershire.



**Philadelphia, Pa.:** Directly across from Independence Hall, B. S. Gurk's restaurant draws hundreds of tourists after their visit to the Liberty Bell. No shortage of Heinz Ketchup here for hungry diners! Chefs, too, appreciate the extra flavor touch it gives to cooking.





"HELLO, TOM," CRIES MRS. ROOSEVELT TO LIFE'S THOMAS D. MCAVOY AS FROM BALCONY OF HYDE PARK TOWN HALL HE PHOTOGRAPHS F. D. R. FAMILY ABOUT TO VOTE

## FRANKLIN ROOSEVELT WINS ANOTHER CHANCE TO BE GREAT LEADER OF UNITED PEOPLE

**A**t the polls of America, as at the Judgment Seat of God, all men are equal. Franklin D. Roosevelt, standing with his wife and mother at the polls in Hyde Park shortly after noon on Nov. 5 (*above*), was only one of 50,000,000 citizens, his vote no weightier than that of the least of them. But before the day was out there had come to him, by his own vote and those of 26,300,000 others, as great an opportunity as any man had ever had to achieve immortal greatness. By the direst of times, the soul of Franklin

Roosevelt was now to be tried as few men's had ever been before.

Many brave and true words were spoken about National unity after Election Day. But beyond joining a common resolve for united effort in the great work of national defense, there was little the 22,000,000 who had voted for Wendell Willkie could do but echo the benediction and promise of Senator Charles L. McNary, Vice President-reject. "I am wishing Mr. Roosevelt and Mr. Wallace grace," he

said, "and their Administration prosperity. We shall try to furnish them a worthy and vigilant opposition." The rest was up to Mr. Roosevelt.

He had had a great opportunity before, at the beginning of his second Administration in 1937, to become the leader not of a party or class but of a united people. But as storm clouds gathered abroad, the nation remained racked and torn by internal dissension. Now, his opportunity unfulfilled, his work unfinished, he had asked and won another chance.





President Roosevelt writes his name for history  
as voter No. 292 in Hyde Park registration book





↑ **In Hyde Park Town Hall** broadcasters and cameramen record the scene as President Roosevelt, on arm of Bodyguard Qualters, enters curtained booth to pull levers of voting machine and help make himself first third-term President in U. S. history.

**At Hyde Park House** that night the Roosevelt family lines up on porch to acknowledge cheers of neighbors celebrating the President's victory. L. to r.: a friend, the President, Franklin Jr., Mrs. Franklin Jr., Mrs. John, John, Mother Sara and Wife Eleanor. ↓







TIMES SQUARE ON ELECTION NIGHT



# WHAT ABOUT UNITY?

## A CRACK COLUMNIST LOOKS AHEAD

by RAYMOND CLAPPER

**W**e might as well be frank. This country will not achieve national unity—certainly not the kind we want in a democracy—by the easy and relatively painless rite of making speeches about it.

Of course, we can simulate the appearance of solidarity by merely turning loose upon the public enough speakers chanting in unison to fill the air and the newspapers with their synthetic slogans. But it would be a counterfeit. With our present channels of mass communication we could stimulate popular hysteria to the point where it might be made uncomfortable, if not dangerous, for the individual dissenter. But our purpose, I take it, rises far above any such mean and degrading process.

Mass meetings and public bonfires of political literature serve some purpose in calling attention to the end that we seek. They cannot give us the reality. We are not in search of the kind of uniformity of opinion that Stalin and Hitler have achieved. We are not endeavoring to repress thought into uniform molds, and to send all who cannot be repressed to concentration camps or to the firing squad.

What is it that we seek? It is, I think, a climate for the spirit that will be as free and sunny, as healing and invigorating as a day in early spring, a climate in which men may grow strong in themselves and in the race. A strong and free nation comes of strong and free men, just as a great forest is not a mass of weak, starved and stunted trees, but one in which all of the trees have grown large and strong.

We still place our faith in the ultimate good sense and reasonableness of the average man. Sinclair Lewis expresses this in *It Can't Happen Here* when Editor Jessup says that all of the worthwhile things in the life of man have come from the free play of the inquiring spirit and that the preservation of that spirit is more important than any governmental system.

Our method of government assumes continuous, loose-jointed, internal conflict. It assumes even more than that. It assumes that partisan debate, opposition not always motivated by unselfish purposes, works in the long run for the common good. As Harold Laski says in discussing the operation of democracy in England, we pay the minority to oppose the government, to take maximum advantage of the government's mistakes, to insist that it is ruining the country and to flood the electorate with propaganda intended to show that the government is doing the worst possible things in the worst possible way.

Therefore, to expect that any era of good feeling, any period of surface unity, can continue long without a resumption of political debate is to ask that our method of government undergo a fundamental change and that the whole political habit of the nation be suddenly altered. It is to ask that democracy cease acting like a democracy. It is to ask that we do something that Britain has not done even in her dire hour. Political debate still continues in Commons.

No, we shall not be giving up political debate, no matter how much we talk about national unity. We shall not give it up because there are real differences of opinion about the con-

duct of government and will continue to be. Those differences will find public expression so long as our people are free to speak their minds—and may they always be free to do so!

What democracy has to do, and what makes it possible for democracy to continue as a functioning method of government through this process of discussion, is to find areas of agreement on essentials.

Of recent years we have been much more deeply divided than we are normally. This division, being deeper, has carried more dangers. Until we understand the reasons for this division, it is useless to think of how to end it.

Americans have differed deeply with each other in this period over the economic and social policies of the government, over political trends in our government, and now, in recent months, over our relation to the war in Europe.

It was inevitable that the Roosevelt reforms should produce bitter controversy. It was inevitable because the economic advantages of large and definable groups were involved.

When the Administration insisted upon regulating the stock exchanges and security issues, and upon dissolution of holding companies, it infringed upon the freedom of action of an important and powerful group. It threatened some of the means by which they had made enormous sums of money. When the Administration insisted upon labor having the right of collective bargaining through agents of labor's own choosing, and when it insisted upon minimum wages and maximum hours, it was dislocating the division of income, restricting the employer's freedom of action, and in general impinging upon him in a way to which he had not been accustomed. When it insisted upon contributory taxes for the social security program the Administration was again touching the pocket nerve. Although the patient might concede the long-range and theoretical desirability of these reforms, their immediate impact was upon him, or he expected that it would be. Accordingly he squirmed and complained. Likewise, the beneficiaries of these reforms, seeing the advantages to themselves, were bound by unshakable gratitude and loyalty to the President who had brought them about. Is it any wonder that we had deep division? People are acting no differently in this situation than they acted when it was the habit of administrations in Washington to hand out handsome tariff favors. The only difference is that these operations are far more extensive in their application and more direct in their effects. Consequently the reaction is more extensive and more intense. One could not expect unanimity about such changes.

Now, however, the changes seem deeply embedded in our system. They have been endorsed by popular majorities in two elections. Indeed, in the campaign just ended, Mr. Willkie endorsed them. So it would seem in order that all groups, even if adversely affected, must bow to the decision as final. The opponents of these changes have tried to have them reversed and have failed. Further opposition will serve no practical purpose and, on the other hand, can do much harm by perpetuating a futile controversy.

CONTINUED ON PAGE 109



# "THE CRUSADE



Aged 48, and still vigorous after the most strenuous Presidential campaign in history, Wendell Willkie looked like

a man at the beginning, not the end, of his political career as he posed thus with Mrs. Willkie on Election Day.

A unique and unprecedented figure among Presidential candidates as he began and pursued his campaign, Wendell Willkie remained so at the end of it. More people voted for him than had ever voted for any *winning* candidate save Franklin Roosevelt. As shown in the table below, from which the votes of 6,972 out of the nation's 127,245 election districts were still missing as LIFE went to press, his total already surpassed Herbert Hoover's winning 21,392,190 in 1928.

The amazing closeness of the election results, somewhat obscured by the electoral-vote count and the partisan bondage of the Solid South, is clearly apparent in this table. Political statisticians quickly figured that a shift of only 450,615 votes in ten States—ranging from 0.75% of the total vote in Wisconsin to 4.1% of the total in Delaware—would have given Wendell Willkie an electoral ticket to the White House. And 450,615 votes were less than 1% of the total cast.

As might-have-been speculation, such figuring was of course profitless. Nor was it much more profitable to speculate on the dozens of factors which might have switched that one voter in 100 the other way. But in practical effect, the closeness of the result was enormously important. It meant that Wendell Willkie remained unquestionably the second most important and influential individual in America. For while all Americans now looked to President Roosevelt as their governmental leader, approximately half of them looked for political leadership to Mr. Willkie.

What would he do with his great influence? Many be-

	ROOSEVELT	WILLKIE
Arizona	87,578	47,079
California	1,822,804	1,293,207
• Colorado	227,009	238,699
* Connecticut	417,858	361,869
* Delaware	74,387	63,059
Idaho	117,481	100,760
* Illinois	2,133,883	2,039,545
• Indiana	875,418	899,248
• Iowa	578,721	630,538
• Kansas	348,974	465,599
Kentucky	519,720	380,798
• Maine	154,774	163,928
Maryland	383,540	267,253
* Massachusetts	1,052,678	916,411
• Michigan	1,025,804	1,031,860
* Minnesota	628,739	588,057
* Missouri	949,436	859,648
Montana	109,130	73,379
• Nebraska	256,761	341,863
Nevada	31,567	20,946
New Hampshire	125,625	109,992

	ROOSEVELT	WILLKIE
* New Jersey	1,024,944	948,812
New Mexico	106,938	82,632
* New York	3,262,273	3,029,180
• North Dakota	113,909	144,635
* Ohio	1,728,909	1,585,973
Oklahoma	468,397	342,672
Oregon	229,819	202,715
Pennsylvania	2,168,693	1,884,847
Rhode Island	181,881	138,432
• South Dakota	114,623	159,370
Tennessee	323,710	150,531
Utah	153,434	93,006
• Vermont	64,244	78,335
Washington	382,523	270,592
West Virginia	483,566	360,769
* Wisconsin	693,017	672,343
Wyoming	58,262	51,998
<b>T O T A L</b>	<b>23,481,029</b>	<b>21,090,580</b>
<b>Solid South</b>	<b>2,822,825</b>	<b>730,828</b>
<b>GRAND TOTAL</b>	<b>26,303,854</b>	<b>21,821,408</b>

The popular vote in the 1940 Presidential elections is here shown complete except for 6,972 slow-counting election dis-

tricts. The ten States of the Solid South are lumped together at the end. The dots indicate the States carried by Willkie. A

shift of a total of 450,615 votes in the ten States marked by asterisks would have given Willkie an electoral majority.



# MUST GO ON"

lieved that as a gesture of national unity he should take an important post in the Government, perhaps as Co-ordinator of Defense. Others quickly pointed out that if he were to become a member of the Administration, he would be silenced as spokesman of the Opposition which he now leads. To this argument were added the pleas of myriad supporters who deluged Mr. Willkie after his defeat with messages bearing a single refrain: "The crusade must go on."

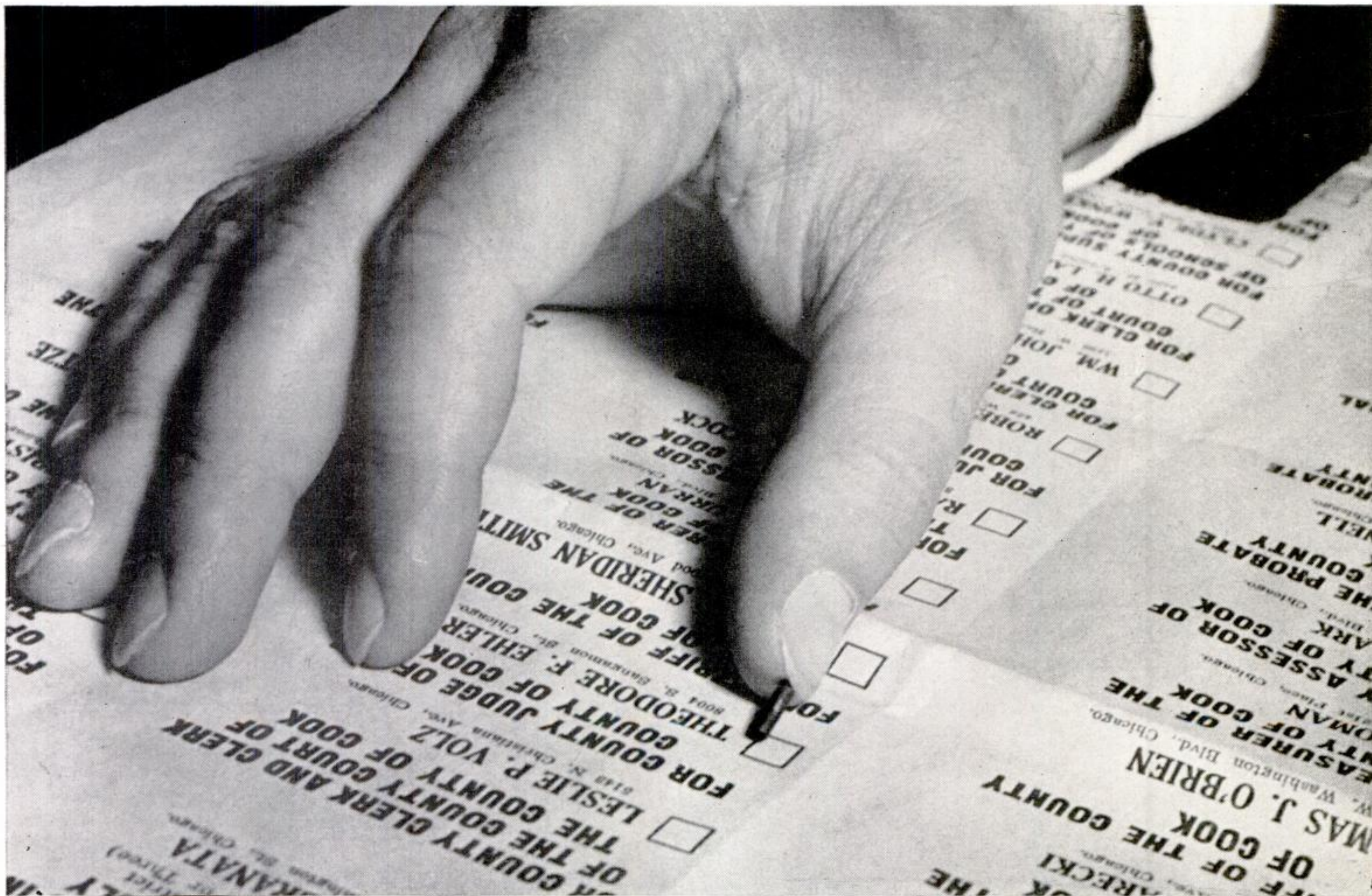
No patriot questioned that a vigorous Opposition, furnished in America by the two-party system, remained as essential to the functioning of democratic government as it has everywhere and always been. Nor did anyone question that the Republican Party had survived Nov. 5 as a potent working framework of Opposition. In the Midwest, less touched by war alarms than the seaboard States, the national ticket had triumphed widely. G. O. P. strength in the House of Representatives had dropped by nine seats. But its Senate strength was up by three, and 15 States, including Illinois, Ohio, Massachusetts, Minnesota, Missouri, Wisconsin, Nebraska and Colorado had elected or re-elected Republican governors.

Outstanding among new Republican leaders who emerged Nov. 5 was Dwight H. ("Pete") Green, 43 (right). Running against the mighty Kelly-Nash machine, with Kelly-Nash machinations as his principal issue, he won the Governorship against the tide which carried Illinois for Roosevelt. As the handsome, energetic Governor of the No. 3 State, planted squarely in the center of the G. O. P.'s Midwest resurgence, Dwight H. Green is a Republican to watch.



Dwight H. Green, Republican Governor-elect of Illinois, gets congratulatory kiss from Daughter Nancy, 12, while

Mrs. Green and 8-year-old Gloria beam. Graduate of Indiana's Wabash College, Green was a World War aviator.



The hand of Green, pledged to smash Kelly-Nash corruption, here demonstrates a common vote-stealing practice. A piece

of lead under corrupt counter's thumbnail is used to mar ballots so that they will be thrown out as illegal. Onetime In-

ternal Revenue special attorney and U. S. District Attorney, Mr. Green won fame by prosecutions of Capone and Insull.



# THESE ARE SOME WINNERS IN NIP - & - TUCK

## NEW ENGLAND

**E**ven in "rock-ribbed Republican" New England, the 1940 election tug-of-war was a close match. Evidence of seaboard States' war tension appeared most clearly in 1936-famed Maine and Vermont. While Roosevelt's pluralities were shrinking or disappearing in almost every State outside the South which he carried in 1936, Maine—which had elected a full slate of Republicans by big majorities in September—gave Willkie a plurality 11.5% less than it had given Landon. In Vermont, which elected a Republican Governor and two Republican Senators, the G. O. P. Presidential plurality was down 1.8%. Connecticut and Rhode Island both replaced Republican Governors with Democrats, but Massachusetts' G. O. P. Governor Saltonstall headed a ticket which won every State office except Auditor.



Governor of Connecticut, Democrat Robert A. Hurley, is State Public Works Commissioner, ex-professional footballer.



Governor of Rhode Island, Democrat J. Howard McGrath, real-estate man, ousted Republican William H. Vanderbilt.

## THE MIDWEST

**S**even of the ten States which Willkie carried were in the Midwest, where war alarms are less acute than on the coasts and farm discontent is strong. But even here nip-&-tuck election races had scrambled results. Ohio, which went for Roosevelt, chose a new Republican Senator to replace a Democrat, re-elected its Republican Governor. Indiana and Michigan, which went for Willkie, each elected a Democratic Governor and a Republican Senator. Republicans won both Senatorship and Governorship in Kelly-Nash's pro-Roosevelt Illinois. In a contest so close that the result was in doubt for four days, a Republican won the Governorship of Missouri, though a Pendergast Democrat was re-elected to the U. S. Senate. In another photo-finish, a Democrat nosed out the Republican incumbent for the Governorship of pro-Willkie Kansas.



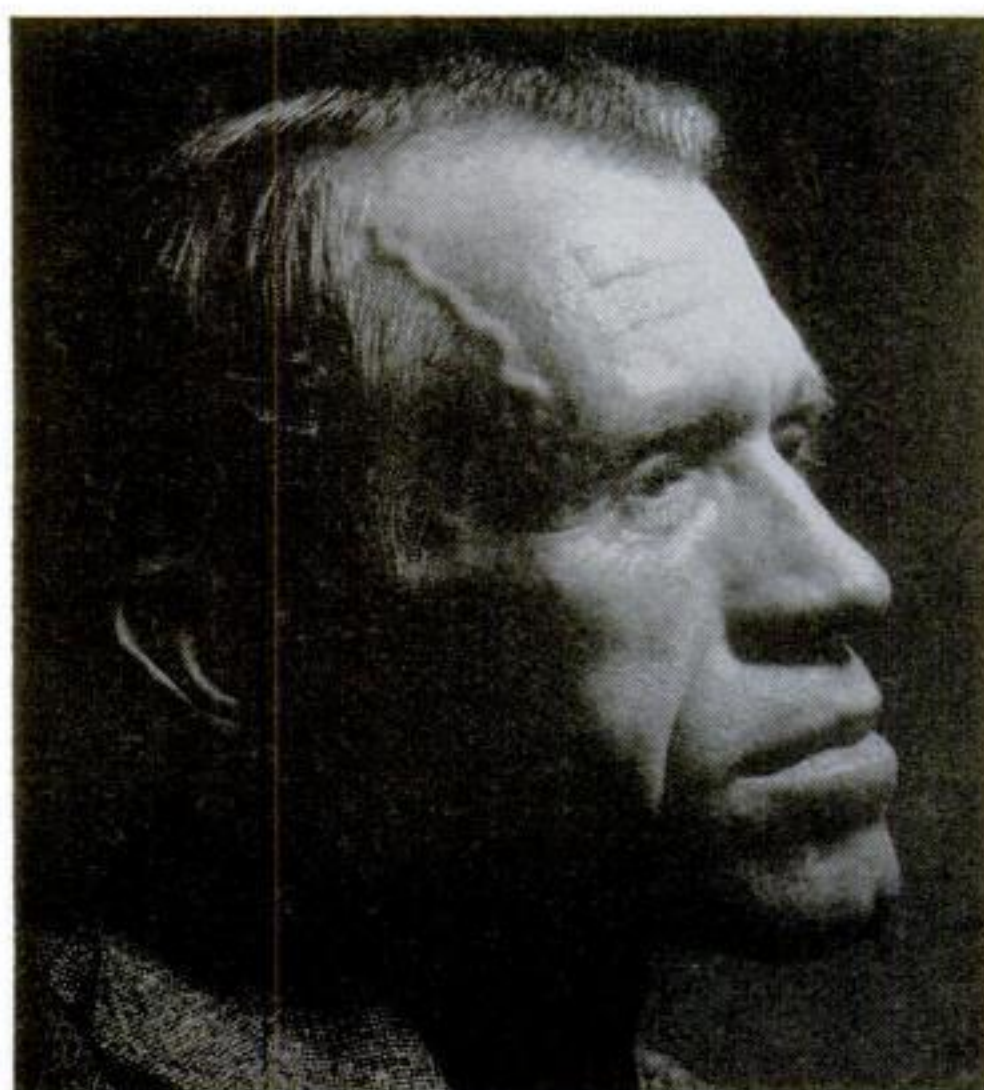
Senator from Ohio, Republican Harold H. Burton, Mayor of Cleveland, will replace Democrat Vic Donahey who retired.



Senator from Illinois, Republican C. Wayland ("Curley") Brooks, is a much-decorated War veteran, strong isolationist.

## THE SOUTH

**E**very election day the Solid South again secedes from the Union, as far as taking any rational part in the national decision is concerned. Hence the election performances of this political Siberia are of interest to the rest of the nation only insofar as they occasionally produce notable actors for the national stage. Easily the most interesting new Southern face of the 1940 elections appeared in border Tennessee. It belonged to J. Percy Priest, 40-year-old Nashville newspaperman who was elected U. S. Representative from Tennessee's Fifth District. A good Democrat, Priest took the field as an Independent after Incumbent Democrat Joseph W. Byrns Jr., son of the late Speaker of the House, had incurred local wrath by voting for the Fish amendment to the draft bill and criticizing the Army camp program.



Representative from Tennessee, J. Percy Priest joined staff of Nashville *Tennessean* in 1926, rose to be managing editor.



Once a schoolteacher of history and English, Mr. Priest here reads memorial to a Tennessee Confederate hero, Sam Davis.



# RACES FOR GOVERNORSHIPS, SENATE & HOUSE



**Governor of Massachusetts**, Republican Leverett Saltonstall, a blueblood with a social conscience, won re-election in close race. Democratic Senator David I. Walsh was also re-elected.



**Governor of Maine**, Sumner Sewall is World War ace, hunter and fisherman, member of old Bath shipbuilding family. Maine picked full slate of Republicans in its September election.



**Senator from Indiana**, Republican Raymond E. Willis, editor, beat New Deal hatchet man, Sherman Minton.



**Governor of Missouri**, Forrest C. Donnell, St. Louis lawyer running for his first public office, is first Republican to win Governorship since 1933.



**Governor of Kansas**, Democrat William H. Burke, stockman, beat Wilkie tide to oust Republican incumbent.



**Leader of choir** in Nashville's Park Avenue Baptist Church, Priest has made friends all over Tennessee by directing sing-

ing at dairy festivals, Mule days, tobacco festivals, home demonstration days. Usually he manages to make a speech too.



**A bachelor**, the new Congressman has long been a favorite of the ladies. Mildred Noland (above) is his current "flame."





**Kenneth Simpson** examines election reports in the library of his red-brick house on upper East Side where

Simpsons lead busy, unpolitical social life. As a freshman in Congress, Mr. Simpson will commute to work.



At breakfast, Simpson tries vainly to read U. S. Russian newspaper delivered to his friend and house guest, Alexander Kerensky, Russian Premier in 1917. Simpson



**Cardboard statue** of Willkie serves as hat rack in Simpson office. Wall map shows famous "Silk Stocking" district near Central Park which elected Simpson. Bowl contains some of his 56 pipes.

# THE REPUBLICAN PARTY'S FUTURE

NEW CONGRESSMAN FROM NEW YORK EXPRESSES SOME DARING VIEWS ON A DELICATE SUBJECT

by KENNETH SIMPSON

In last week's election, Franklin Roosevelt carried every city in the U. S. with a population of more than 400,000, except, perhaps, Cincinnati. Whereas his percentage of all votes was 54.6, his percentage of votes in the 18 largest cities was 60.3. Obviously, if the Republican Party is to pull itself together again, it must start doing so in the urban centers now topheavy with Democrats.

On this premise LIFE went to a notable Republican in the heart of the biggest Democratic city in the land and asked him to discuss the future of his party. Kenneth F. Simpson, lawyer, socialite, cultural connoisseur and an able and articulate leader of the G. O. P.'s liberal wing, last week won his first elective public office as Representative from New York's 17th Congressional District. As a district leader, county chairman and national committeeman, Mr. Simpson has been widely credited for organizing the lasting overthrow of Tammany Hall.—ED.





children, who read TIME, chuckle at father's effrontery. Mrs. Simpson, who can both read and speak Russian, is also amused. The table was designed by Simpson.



Dictating to secretary, Simpson leans on mantel which also supports busts of Mrs. Simpson and Gertrude Stein,

plaque from 15th Assembly district. The picture over mantelpiece is a Lurcat. The nude is by Anne Harvey.

The defeat of Wendell Willkie, himself an authentic liberal, clearly establishes one thing: the people will not support a candidate, however liberal he himself may be, if they suspect that his party is in control of persons out of step with him and out of step with the people.

The best purpose to which the enthusiasm of the crusaders in the Willkie cause can now be put is to reanimate the Republican Party.

However rugged its constitution, however glorious its traditions, the Republican Party can no longer survive unless it serves a legitimate function in a fast disappearing two-party system. The verdict on Election Day proved that for the last eight years it has obviously failed to serve this purpose.

But where do we go from here?

The Republican Party must vitalize its leadership, clarify its philosophy and strengthen its program—or else it might as well fold up.

Its leadership must represent unmistakably the rank and file of the Party—not, as has been suspected by the rank and file, the forces of reaction and special privilege.

Its philosophy should comprehend the old warning given by President Theodore Roosevelt: "One thing the United States must avoid if it is to continue as a free democracy is the horizontal division between parties. It must continue to have a vertical cleavage with all interests represented in both parties."

Its program should include complete co-operation with the President on measures for national defense; efforts to salvage, not obstruct, as much of the New Deal as is workable; and vigilant opposition to every measure that tends toward further bureaucracy, toward the dilution

of the democratic processes of government and toward the discouragement of free enterprise.

Mr. Dooley used to claim that even the United States Supreme Court studied the election returns. It would do the Republican Party no serious harm to do likewise.

Some 26,300,000 voters on Election Day supported President Roosevelt for a third term. They did so with varying degrees of reluctance. At least several million voted against the Republican Party, not against Willkie.

Reluctant to give the President and New Deal a blank check for a third term, these voters were still more reluctant to entrust the Government to what they regarded as a reactionary party.

Willkie was far and away the best candidate the Republican Party could conceivably have nominated. His sincerity and passionate conviction were beyond question. His dynamic energy was beyond belief. Had Willkie, after Philadelphia, continued his role as a rebel, and not played ball with discredited Republican Party machines, or so many dissidents of such diverse political philosophies, millions of doubtful voters might not have been frightened by the charge that he represented forces of reaction and special privilege.

Had he gone it alone, as a champion of a cause, which he pleaded with matchless sincerity and burning conviction, his case would have been much stronger. He carried too much baggage. The American people, reluctant to vote for Roosevelt, were wary of voting for a candidate and a party supported by Henry Ford, Tom Girdler, Thomas E. Dewey and John L. Lewis.

Some 22,000,000 voters supported Wendell Willkie on Nov. 5. They did so with an intensity of enthusiasm rarely shown in recent Presi-

dential campaigns. The principles they supported were defined clearly enough in the national campaign. If these principles were sound the day before the election, they are equally sound the day after the election.

Before Election Day we criticized the Administration for receiving feudal support from the Hague, Kelly-Nash, Pendergast, Flynn and Crump combine; for driving private capital into the tax-exempt nooks of safe deposit boxes; for fiscal policies which ignored the fact that only a solvent government can make good on the social reforms of the past decade; for its oft-exhibited desire to curb the independence of the legislative and judicial branches of government; and for its policy of trying to smear the character and motives of those who opposed it. If these criticisms were sound on Nov. 4, they are sound on Nov. 6.

Mr. Willkie suggested that from a conference of experts gathered from the ranks of labor, capital and agriculture might flow economic, fiscal and tax policies which would put our unemployed back into gainful peacetime pursuits. If the Administration does not call such a conference, the minority Congressional bloc should justify its existence by calling one and by putting its recommendations into the legislative hopper.

So far as concerns defense and foreign policy and, specifically, our attitude toward Great Britain, there is practically a unanimity of opinion among the responsible leaders of both parties. There is no such unanimity on suggested solutions of our domestic problems. We need, as never before, not unity, but a tolerant majority, a functioning minority, and the emphatic resolve of the Republican Party to become the agent not of special privilege, but of the entire people.



# LIFE ON THE NEWSFRONTS OF THE WORLD

## British sea losses jump; Greeks fight back at Italians; Ickes battles the press

A distress message picked up in New York on Nov. 5 said that a German surface raider was "leisurely attacking a convoy" in mid-Atlantic, half way between Newfoundland and Ireland. Like a hunter in a pond of tame ducks, the raider continued to pick off vessels until, on Nov. 8, Berlin announced that the whole convoy (15 to 20 ships, totaling 86,000 tons) had been sunk.

This dramatic attack drove home the fact that Britain has not saved herself by simply standing off the German air attack. Since June 1 British and neutral shipping losses have risen alarmingly and according to Berlin are now higher than during Germany's unrestricted submarine campaign of 1917. Even according to neutral figures, the rate of sinking is 11,480 tons a day and rising, as compared with 6,300 tons a day before June and 22,060 tons a day in the worst months of 1917. So far the British and neutrals have lost 3,400,000 tons (930 ships)—about one-sixth their merchant fleet at the start of war.

Against the island of England, Germany is clearly turning back from a strategy of assault to one of blockade, which she is now in far better position to carry out. On the surface, she has at least two pocket-battleships, the *Lützow* (ex-*Deutschland*) and *Admiral Scheer*, one of which presumably sank the convoy last week. Under the sea, she has an enlarged U-boat fleet, based on ports from Norway to France and thus capable of operating far out into the Atlantic. In the air, her dive bombers and long-range flying boats are increasingly effective against convoys.

In the face of this triple threat the present British system of medium convoy for merchant ships when put out from Newfoundland or Bermuda, light convoy across the ocean and heavy convoy near the British shores, is insufficient. With most of the British Fleet tied up in the Mediterranean, Britain is short of warships to do convoy duty or to hunt down surface raiders. Already looking to the U. S. for more merchant ships, it may soon be looking here for more warships.



PAPAGOS

**Greek War.** The Italian strategy in Greece became fairly clear. It was to drive columns south, along and parallel to the west coast, to take Ioannina. From there they would turn almost due east toward the plains of Thessaly, to cut off the entire Greek peninsula. This action called for lighter forces on its flank. The

Italian Army last week moved slowly and irresistibly forward, through mud and canyons, blasting the Greeks out of solid rock, but after two weeks of it they had not taken Ioannina.

The Italian flank had been severely but not fatally slashed by the Greeks of General Papagos. At the far northern end of the Italian line, strong Greek forces had cut into Albania and surrounded the Italian base of Corizza. Another Greek force claimed to have surrounded an Italian division in the river bed of the Aoos River. These actions, however, were far inland from the main Italian bases.

Meanwhile the British had landed on Crete, only 50 miles from Italian bomber bases in the Dodecanese Islands. The British Fleet tried to coax the Italian Fleet out for a fair fight. Greek Premier Metaxas swore he would not surrender. And Italian bombers surprisingly missed Greece by ten miles and thoroughly bombed the Yugoslav city of Bitolj (once called Monastir) on a market Tuesday.



HARRISON, COONLEY, JACKSON, DYKSTRA

**Unity, but.** The citizens of Salina, Kan. made a bonfire of anti-Roosevelt and anti-Willkie posters, banners and buttons. In New York a Good Loser Club was organized. In New York also the Council for Democracy held an America United rally at which Labor (George M. Harrison of the Brotherhood of Railway Clerks), Business (Howard Coonley, former president of the National Association of Manufacturers) and Government (Attorney General Jackson, Draft Director Dykstra) joined with 3,000 others in singing *The Star Spangled Banner*.



LAST WILLKIE BUTTON

In the press, however, the wish for National Unity was expressed with many a "Yes, but. . ." What it all seemed to add up to was that the nation had weathered the election well but that this time there would be no such era of sweetness and light as followed the first two Roosevelt elections.

**Vichy Won't Tell.** Britain was overjoyed by President Roosevelt's re-election. Germany, Italy and Japan were sour. Nicaragua declared a two-day holiday. But the most novel reaction came from France where the Vichy Government, determined to conceal its feelings, achieved an all-time triumph of censorship. A dispatch to the *New York Herald Tribune* came through, in part, as follows:

"The news of President Roosevelt's re-election gave Vichy and France the (one word censored) day they have known since the armistice. . . . Laborers engaged in raking up leaves in Vichy's internationally known park stopped their work to (four words censored) and water drinkers taking their cure at fountains commented (five words censored) Roosevelt victory. Obviously it was not domestic considerations or thought about the New Deal that interested Vichy and inspired in the provisional French capital so much (one word censored) today."



ROOSEVELT & DAVIS

**Red Cross Drive.** "Of all the cities in the world," said President Roosevelt to 200,000 Washingtonians who turned out to welcome him back for another four years, "I would rather live in Washington." In New York City the President's town house, for which he has failed to find a tenant in eight years, was hopefully put

up for rent again. The President's first post-election act was to open the annual Roll Call of the Red Cross with Red Cross President Norman Davis, say: "The Red Cross membership button, which millions of Americans will wear during the coming weeks, is a splendid symbol of our national unity against the forces of destruction and misery."

**"No Free Press."** Two days after election, Secretary Harold L. ("Howling Harold") Ickes did his bit for National Disunity by wading into the press again. Because President Roosevelt was elected in 1932 over the opposition of 60% of the press, in 1936 over 64% and in 1940 over 77%, Mr. Ickes concluded that the press is "not truly free." Probing Mr. Ickes' mind on this murky reasoning, reporters finally traced his wrath to a curious conviction: that the press should not seek to form readers' opinions but should mirror them, in arithmetical proportion, something like a Gallup poll.



ICKES

**Polls Proved.** From their greatest test, the two major public opinion polls emerged with flying colors. The *Fortune* Survey, conducted by Elmo Roper, with its forecast of a 55.2% Roosevelt majority, hit closest to the actual figure of 54.6%. The Gallup poll hit almost as close with 52%. Completely discredited were the Dunn and Hurja surveys, which had forecast a Willkie landslide.

The survey of Erie County, Ohio (*LIFE*, Nov. 11), sponsored by *LIFE*, Columbia University and Elmo Roper, also proved an accurate forecast of that county, though its purpose was to find out *why*, not *how*, the residents voted. Excluding "Don't Know's" and "Won't Vote's," Erie Countians in early October lined up 57% for Willkie. On Nov. 5 they voted 55% for Willkie.

### PICTURE OF THE WEEK

Exactly 2,600 years after his family supposedly founded the Japanese Empire, bemedaled Emperor Hirohito mounted the bridge of the 28-year-old imperial flagship *Hiei* and through his binoculars reviewed more than 100 Japanese warships and 250 planes near Yokohama on Oct. 11.

Besides entertaining the Emperor, the display served to remind the Japanese that the pride they once felt for their Army should now be transferred to their still unscarred Fleet.

For last week the Japanese Army was moving backward, not forward, through China. From Kwangsi province bordering on Indo-China, and from free Ichang in the Yangtze Valley, captured last year, thousands of Japanese troops were being withdrawn. The little conquerors who bit off too much were also reported giving up the port of Swatow, captured in 1939, and the great city of Canton, won in 1938.

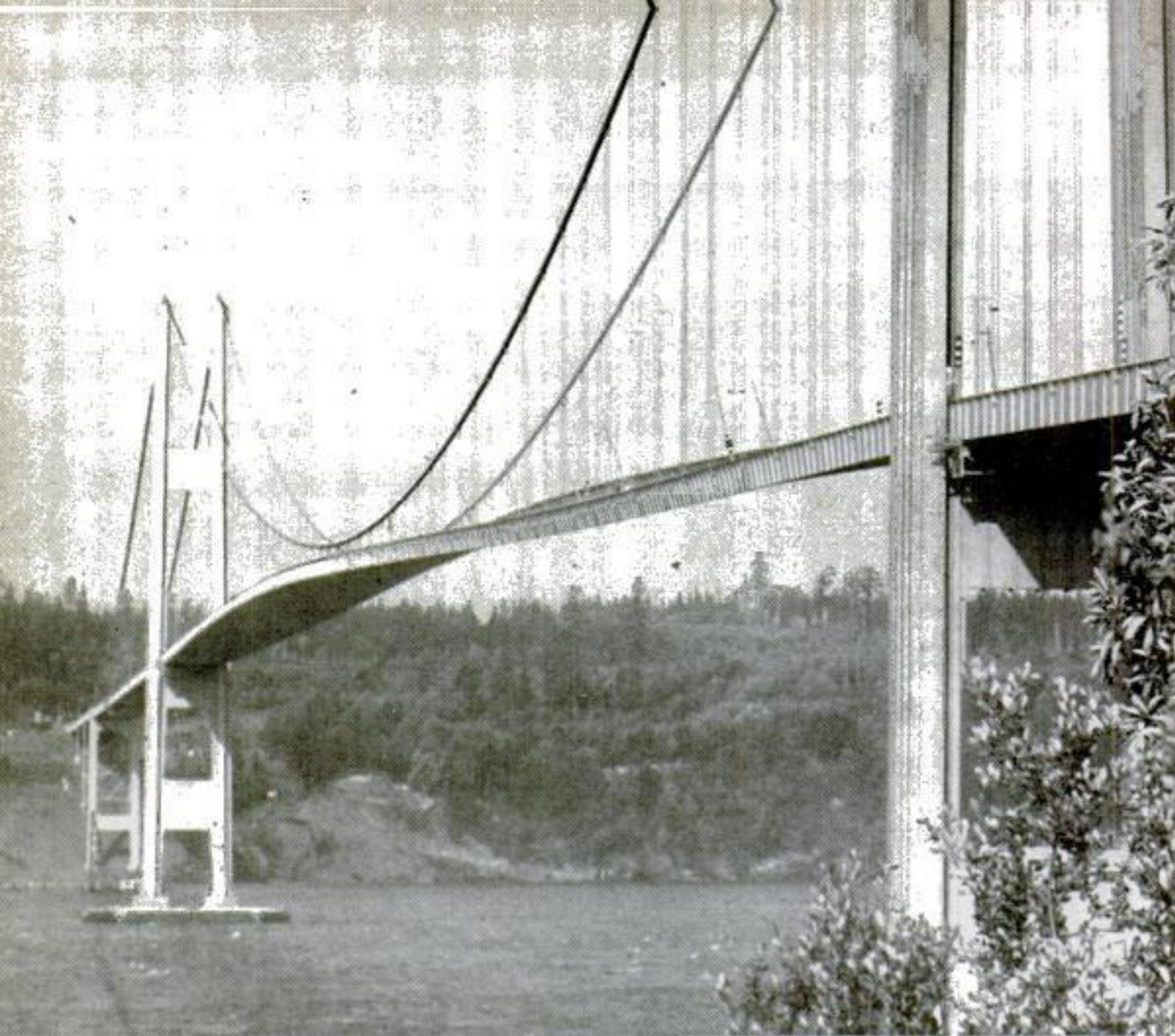
These troops were possibly being sent to the more southerly island outposts of Formosa and Hainan where they would threaten the Dutch East Indies, British Malaya and the Philippines. But it was equally possible that the Japanese were handing back whole chunks of China to the native Chinese in a 10th hour effort to keep more essential coastal points.





The Emperor of Japan reviews his fleet on  
the mythical 2,600th birthday of his family





AT 10 A. M. THE NARROWS BRIDGE BEGINS TO BUCKLE AND BOUNCE IN GALE



AT 11:08 THE MIDDLE SECTION COLLAPSES. NOTE CAR ON SPAN AT UPPER RIGHT

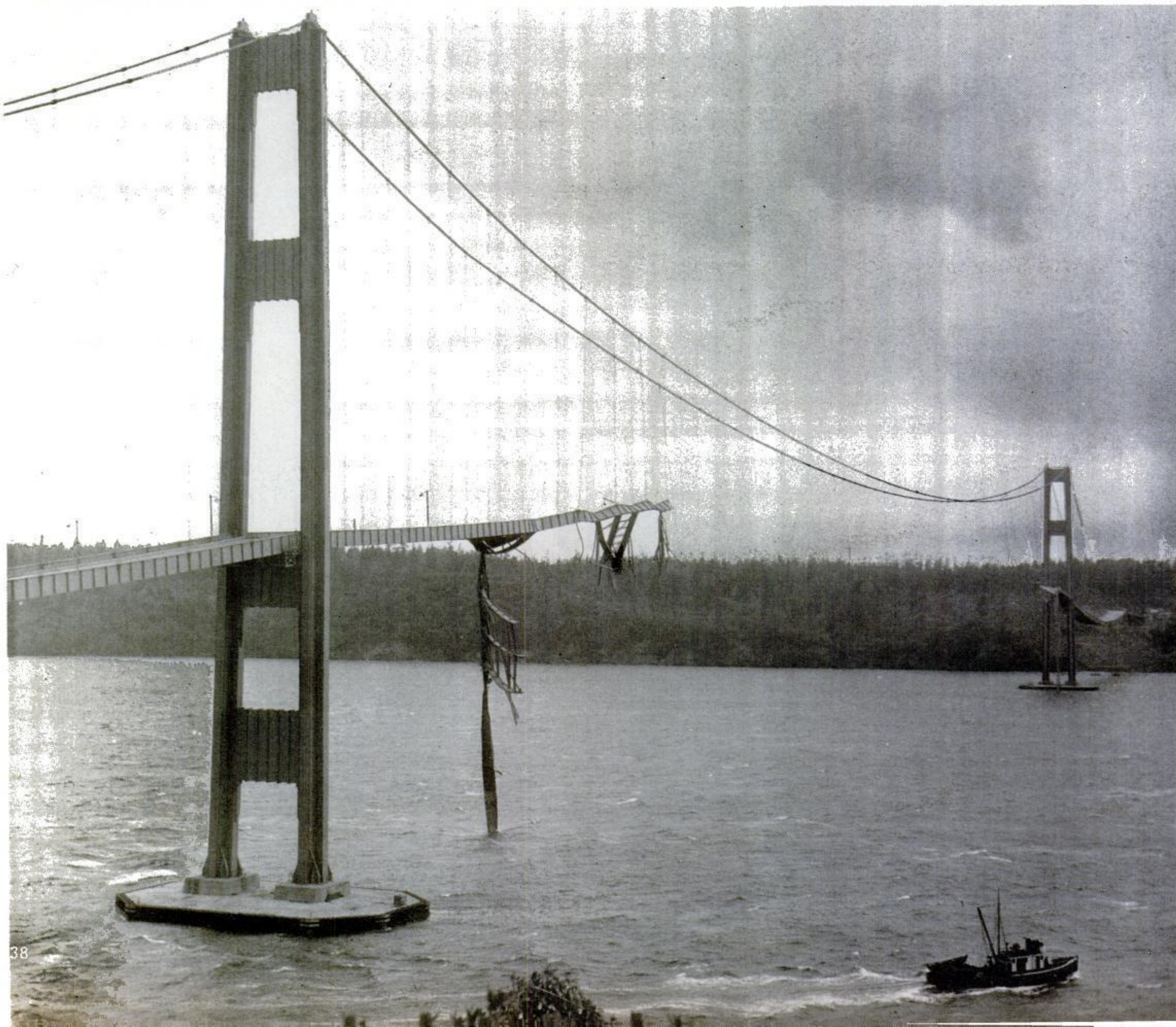
## TACOMA NARROWS BRIDGE CRASHES IN PUGET SOUND

On the morning of Nov. 7 a wind whooshed down Puget Sound's woods-walled Narrows, hummed among the cables of the \$6,400,000 Narrows Bridge. Built to connect Tacoma with the Olympic Peninsula, the world's third longest suspension span had been opened only last July. Architects hailed it as nation's loveliest bridge. Washingtonians called it "Gallop-

ing Gertie" because it undulated in a high wind.

All morning "Gallop- ing Gertie" groaned, danced and jiggled. At 11:08 it collapsed, carrying with it a reporter's car and dog. The bridge's chief construction engineer blamed the crash on flat solid side girders which, installed without his advice, caught the wind. Said the designer: "I'm completely at a loss."

OTHER CHUNKS RIP AWAY TILL ONLY A FEW SHATTERED PIECES OF SPAN ARE LEFT JUTTING IN MID-AIR. OFFICIALS SAID BRIDGE WOULD BE REBUILT AT ONCE





# Just as sure as you like chicken, you'll like Campbell's Chicken Soup!



"Tastes just like the kind I made on the farm—and folks said *my* chicken soup was the best in the whole county! I can remember how I always picked out a nice plump chicken and simmered it till the broth was rich and yellow. My goodness, maybe I'm getting old but sometimes when I eat Campbell's Chicken Soup I forget I didn't make it myself."



LOOK FOR THE  
RED-AND-WHITE LABEL



"It's a man's soup, too! . . . When I'm hungry, I sure like getting my spoon into Campbell's Chicken Soup. It's hefty with rice, and there are pieces of chicken, too. And I don't know anything that *snaps up* my appetite more quickly!"



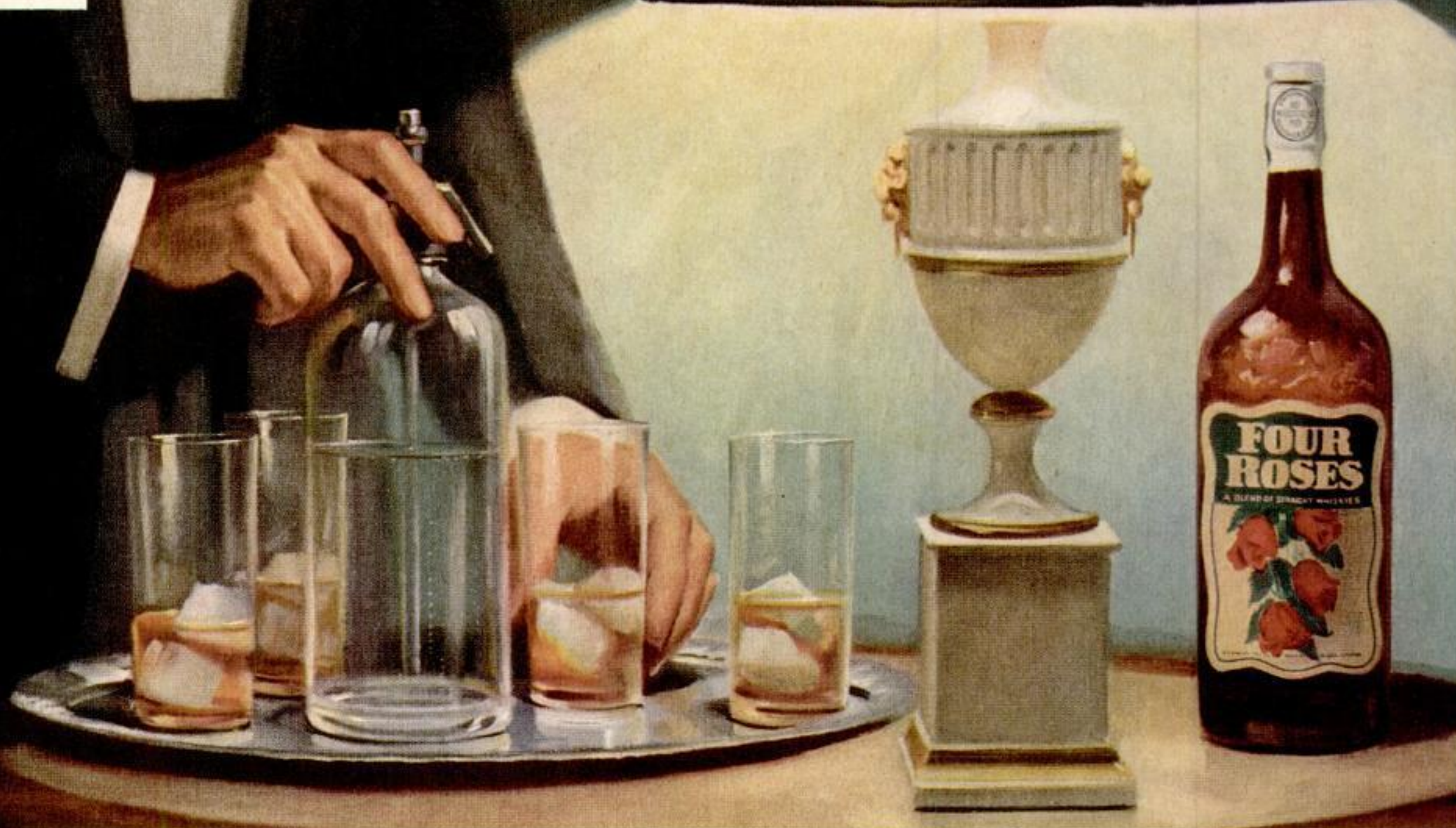
"Campbell's Chicken Soup tasted swell when I was sick! . . . I didn't want very much to eat then, but I was always glad when Mother brought me a plate of Campbell's Chicken Soup. I used to eat every spoonful of it! She says it helped me to get better and I guess it did. I like to eat that soup any time!"



"My whole family likes it, and it's easy for me to serve . . . If everyone takes to Campbell's Chicken Soup the way we have, no wonder it's so popular! The children love it for lunch and we often start dinner with it. It's certainly a fact that 'just as sure as you like chicken, you'll like Campbell's Chicken Soup!'"



You can judge a man by the  
whiskey he serves...



...and you can judge a whiskey  
by the man who serves it...



It pleases us that more and more men of discerning judgment are proclaiming Four Roses the finest whiskey ever bottled. Four Roses is a blend of straight whiskies—90 proof. The straight whiskies in Four Roses are 4 years or more old. Frankfort Distilleries, Inc., Louisville & Baltimore.

*FOUR ROSES*

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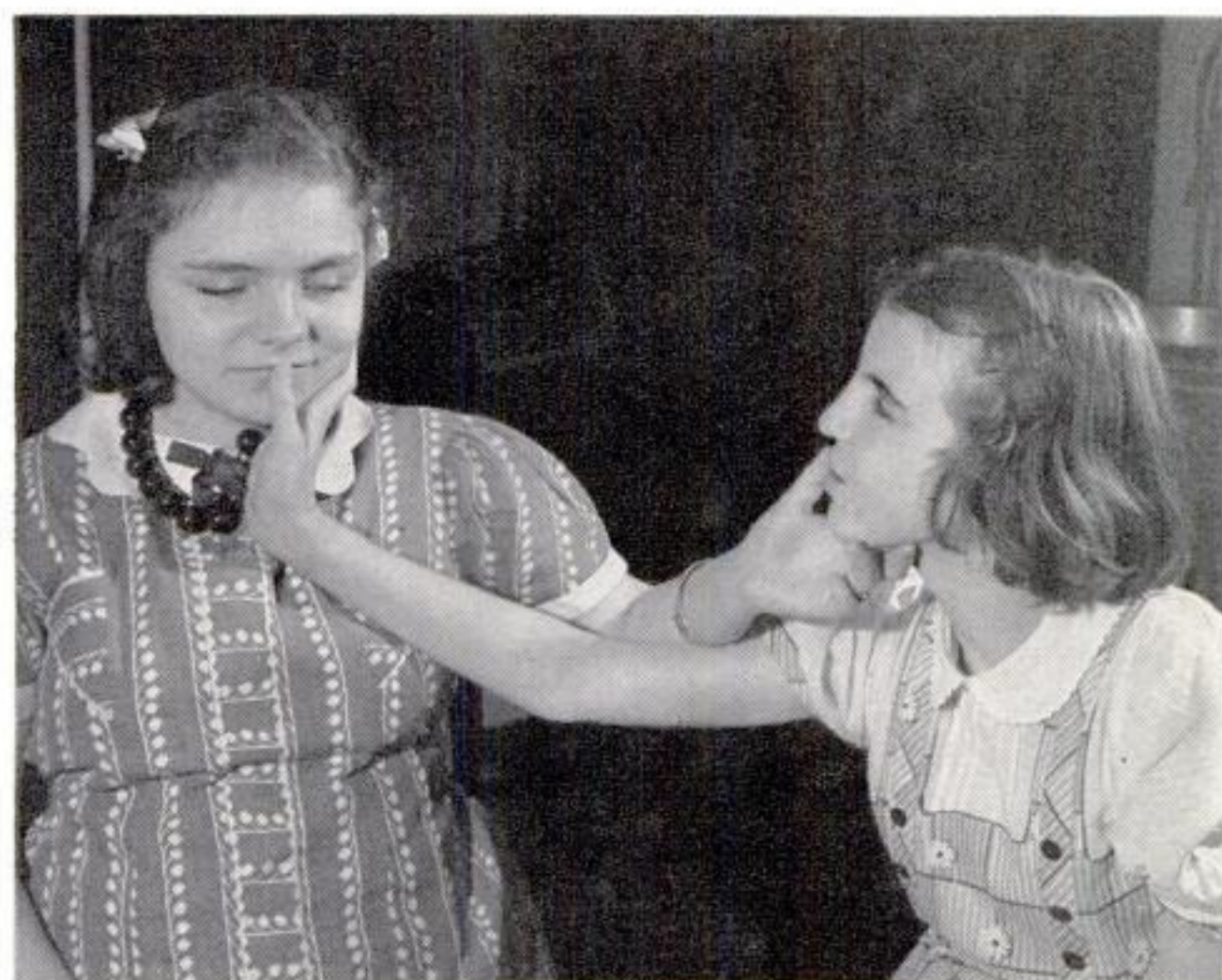
WITH ELBOWS TOUCHING PIANO, TWO OF THESE THREE PUPILS AT DEAF-BLIND SCHOOL FEEL RHYTHM OF MUSIC. GIRL AT LEFT, NOT TOUCHING, IS CLAPPING OFF BEAT

## DEAF-BLIND CHILDREN LEARN TO "SEE AND HEAR" THROUGH SENSE OF TOUCH

At the piano in the picture above are three of the 69 known U. S. children who suffer the total handicap of being both deaf and blind and, consequently, dumb. Until their affliction was dramatized by Helen Keller's *Story of My Life*, deaf-blind children were often cruelly neglected as feeble-minded. These three little girls and five other children are pupils at the Deaf-Blind School of the New York Institute of the Blind, where they are learning to read, write and speak like normal children, to make their sense of touch do the work of eyes and ears.

Their education, despite their handicaps, proceeds

like that of the ordinary child. First, with patient and intensive supervision, they learn to distinguish spoken words by touch and master a substitute for hearing in the speech-reading shown below. Then they learn to spell, can communicate by hand codes and are able to read and write Braille. When they have thus comprehended the faculty of speech, they are taught by tongue and breath exercises to shape the words they can never hear. Finally, with their sensitivity of touch, they can learn to reproduce the pitch and inflection that they have felt in the vibrations of musical strings and human voices.



Speech-reading requires sensitive hands and long practice. Thumb on lips feels shaping of word, fingers feel vibrations. These girls have learned to speak.



With fingers on cheek pupil can now make out words without putting thumb across speaker's lips.



Hand on head, feeling remote speech vibrations, is accomplishment of pupil with very sensitive touch.







**Look!**  
**TAKE PICTURES**  
**LIKE THESE**  
*with the*



Remember the Time? Carry your "Cub" camera with you. It's so convenient, so compact you'll always have it ready to make a record of happy times.



Vacation Thrills... people and places you want to remember forever can be saved for your memories. Clear, sharp pictures are so easy to take with a "Cub".



As the Family Grows Up... you can keep regular pictures of the children and the others. You can take lots of pictures with the "Cub"... both the films and the developing are very inexpensive.

# New 1941 Model "CUB" Candid Camera

**\$1.00 VALUE**  
*Only* **15¢**

**WITH CARTON FROM  
 ANY PEPSODENT PRODUCT**

## READ THIS:

*Find out how to get your Camera!*

**W**HAT fun it is to own a camera like this! A camera to give to the children, or to use for your very own to snap pictures of the family, friends, vacation thrills... things you'll want to remember forever! It's yours for only 15¢! Here's all you do:

Go to your store. Buy a package of Pepsodent Tooth Paste, Tooth Powder, Liquid Dentifrice or Antiseptic. Then take the complete carton and mail it, together with your name and address, to Pepsodent, Chicago. Be sure your name and address are plainly written on the carton or a slip of paper attached. Enclose 15¢. That's all! You'll get your camera, postpaid, in a few days! You get a real \$1 value for only

15¢! Not a toy! Not a plaything! But a new 1941 model, pocket-size camera that takes pictures equal to those taken by cameras costing many times as much! And best of all, it uses standard size Eastman Kodak film available everywhere.

### Accept This Offer Now!

You'll get a double thrill! First, you'll learn how much brighter your teeth and smile can be when you use a Pepsodent Dentifrice. Because all forms of Pepsodent contain Irium... the "plus" that makes cleaner, brighter-looking teeth! Second, you'll get a fine camera that will give you many happy moments. So take advantage of this offer now. Go to your store today!

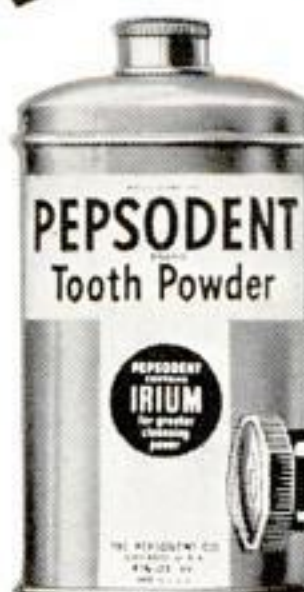
## IMAGINE! A CAMERA FOR 15¢ HAVING ALL THESE FEATURES!

1. Convenient pocket size.
2. Case of durable plastic material.
3. Glossy black finish with streamlined designing.
4. Red plastic film winding knob.
5. High quality ground and polished lens.
6. Fixed focus.
7. Eye-level view-finder.
8. Easy daylight film loading.
9. Uses EASTMAN KODAK 828 Film, available everywhere.
10. Simplified construction — merely aim and click shutter.

Beautiful enlargements like this (at right)... can be made from pictures like the actual untouched photograph (below) taken with the "Cub" Candid Camera!



**Mail This Now**



**Pepsodent  
 TOOTH PASTE**



**Both Contain  
 IRIUM**

**Send this coupon today!  
 GET YOUR CAMERA NOW!**

The Pepsodent Co., Dept. 4511  
 6901 West 65th Street, Chicago, Illinois  
 Please send me, postpaid, a "Cub" Candid Camera. I enclose 15¢ (cash, do not send stamps) and a carton from a package of Pepsodent

Tooth Paste ☐  
 Liquid Dentifrice ☐ (Check One) Tooth Powder ☐  
 Antiseptic ☐

My Name Is \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_

In Canada, mail to Pepsodent, Toronto, Can.  
 THIS OFFER EXPIRES DECEMBER 10, 1940





New for Fall ...  
**FREEMAN**  
Double Feature "HEAVY WEIGHTS"

New! A straight tip brogue made of plump, soft hand-stained calfskin.

Hand-stained Moccasin calfskin (winter-weight). Full double soles.

Antiqued finish. Heavy calf grain leather (soft, pliant tannage) thick double sole.

### ALL THIS at an Amazingly Low Price

See the smart styling and feel the luxurious comfort of these swank new Freeman Heavyweights for fall. The soft, premium leather is richly hand-stained and the distinguished workmanship is evident in every precise detail. These fine shoes offer you extra value

for your shoe money. Get a pair of Freeman Heavyweights today!

#### ✓ CHECK THESE FEATURES:

1. Special, Soft-Tanned Leather for amazing new flexibility and comfort.
2. Expertly stained by hand for correct style and permanent smartness.

Most Styles  
**\$5.00 to \$5.50**  
Write for Dealer's Name

## FREEMAN SHOES

*Worn with Pride by Millions*

FREEMAN SHOE CORPORATION, BELOIT, WIS.

### Deaf-Blind School (continued)



**Electric guitar** helps Helen Siefert develop a sense of pitch and inflection that will relieve her voice of the monotony which is characteristic of deaf people. She feels notes through her feet on a loud-speaker and has mastered a repertory of simple melodies.

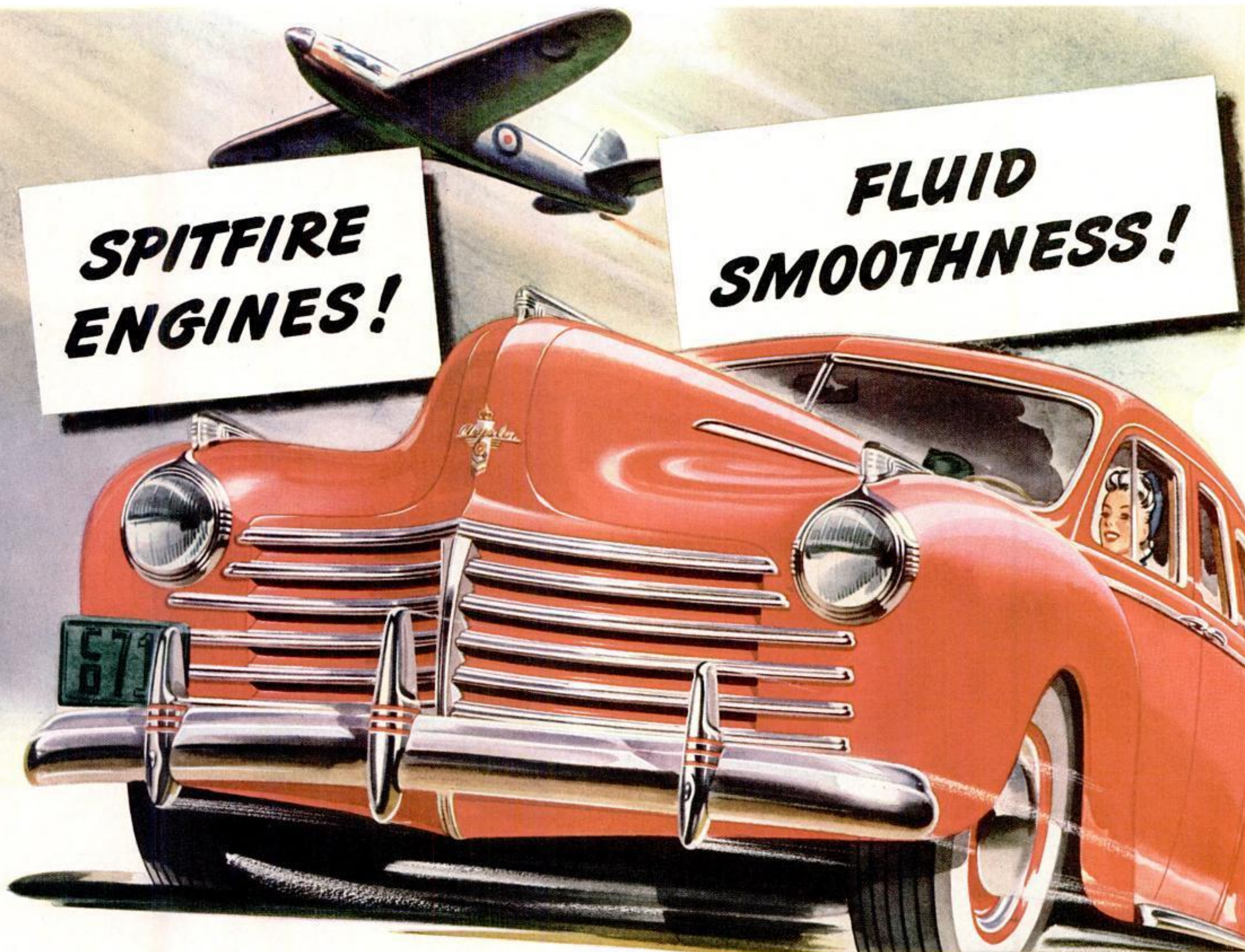


**Electric vibrator** gives the pupil a sense of voice inflection directly, by translating the sound waves of teacher's voice into impulses that can be felt through vibrator on mastoid bone. Tongue and breath exercises teach her to shape vowels and consonants.



**SPITFIRE  
ENGINES!**

**FLUID  
SMOOTHNESS!**



# In the Beautiful 1941 Chrysler!

... Fluid Drive and Vacumatic Transmission give advantages like the Variable-Pitch Propeller in a plane!

**T**REMENDOUS power... applied to give brilliant performance at low cost! The modern airplane and the equally modern Chrysler have that great advantage!

The air pilot varies his propeller pitch for take-off... climbing... cruising. He can cruise on a fraction of his horsepower!

In a Chrysler, the Spitfire engine, *Fluid Drive* and Vacumatic transmission accomplish the same result *automatically*... give you exactly the right gear ratio for starting, pickup and cruising... practically unlimited speeds... without gear shifting or effort on the part of the driver.

At 60 miles an hour, a 140-horsepower Chrysler can cruise on 43 horsepower. Just think of the economy of that! Just think of the power available if you need it!

If an emergency demands an extra burst of power, the Vacumatic transmission instantly

gives you another speed ratio automatically... and the Spitfire engine gives you flashing pickup that tingles your spine! Yet you don't pay for extra power when you are not using it! The

## NEW AIRFLOW BODIES



**TAILORED TO YOUR TASTE!**

car changes back to cruising ratio automatically!

So why shift gears... when you can have the thrills and economy of *Fluid Driving* in a Chrysler? And why have a car just like everybody else's when you can have a Chrysler that's exactly **TAILORED TO YOUR TASTE?**

And that's only part of the story! New Airflow bodies... racy, low-slung, wider... big 5-foot cushions... more powerful Spitfire engines... Double-channel frames... marvelous new steering ease. All these things add up to the biggest value in Chrysler history. Don't you want to know more about them before you buy any new car?

## HERE ARE THE KEYS... YOU BE THE JUDGE!

Chrysler dealers are the most enthusiastic dealers in America today. They know that one ride in a 1941 Chrysler will tell you more than a million words. Accept your Chrysler dealer's invitation to see for yourself... try for yourself... decide for yourself. Make a date today!



\* Tune in on Major Bowes, CBS, Every Thursday, 9 to 10 P. M., Eastern Standard Time

*Be Modern*  
WITH FLUID DRIVE

**BUY CHRYSLER**



Where children play...  
clean must be clean

You'll Need the HOOVER

REG. U. S. PAT. OFF.



*That uneasy feeling when the children play on the floor is a warning ringing in your mind. It says, "My rugs aren't clean enough—safe enough—for my child to play on."*

Any mother whose house is cleaned by a Hoover knows what it is to feel secure and serene about her cleaning. Rugs prove their cleanness in their bright, fresh look. Children's hands and clothes don't need so much scrubbing. The extra dirt that tumbles out when the Hoover bag is emptied tells you, "There go millions of germs!"

#### *Why Hoover Gets More Dirt*

To get dirt out of rugs (where 85 per cent of the dirt in a house collects) a cleaner must go where dirt is—and that's the base of the rug. The Hoover Cleaner differs from all other cleaners by having a distinct, patented action that starts at the base of the rug and

works up. Air-Cushioned Vibration opens up the pile, vibrates not just the nap but the rug itself on an air cushion, and shakes the heavy grit straight to the surface for suction removal.

#### *It's Easy To Be Safe*

It's easier to clean with a Hoover—as close to 6,000,000 owners will testify. It gets far more dirt in less time, with less effort—and gives that bright, fresh "Hoover Color-Cleaned" look for friends and family to enjoy. It's easy to own a Hoover, for as little as \$1.00 a week, payable monthly. Three models to choose from. THE HOOVER COMPANY. Factories: North Canton, Ohio; Hamilton, Ontario.

#### IT'S EASY TO TRY A HOOVER

A leading merchant in your city who sells the Hoover through neighborhood representatives will be glad to send a Hoover Cleaning Ensemble (cleaner and instantly-attaching tools in a handy kit) to your home for a no-obligation trial on your own rugs and furnishings. Hoover Model 305, only... **\$52<sup>50</sup>**  
Cleaning Tools \$16.50

*Small carrying charge on easy payment plan.*

**HOOVER**  
*Years ahead!*

IT BEATS • AS IT SWEEPS • AS IT CLEANS







CHARLEY'S AUNT IS SO CHUMMY WITH HIS FRIENDS' GIRLS THAT THEY GET A BROOM



THIS IS WHAT HAPPENS WHEN FRIENDS POKE BROOM UNDER CHARLEY'S AUNT

## "CHARLEY'S AUNT" WITH NEW TRIMMINGS DELIGHTS SOPHISTICATED BROADWAY

A year and a half ago *LIFE* (May 29, 1939) went to a performance of *Charley's Aunt* by the high-school actors of New Albany, Ind. Now *LIFE* goes again to *Charley's Aunt* on Broadway, and herewith reports a few minor differences. In New Albany the show began at 8:30 a.m., the audience wore sneakers and school sweaters, boys and girls were seated on opposite sides of the auditorium. In New York the show began about 8:30 p.m., sophisticated first-nighters wore ermine and top hats, the sexes sat together. But both groups screamed at the same jokes, and on both occasions the play was unmistakably a hit.

The current *Charley's Aunt* owes most of its speed and sparkle to two Princeton Triangle Club stars:

Director Joshua Logan, '27, and Actor José Ferrer, '29. Ferrer plays the Oxford student who dresses up as an old lady to aid his friends' love affairs. With some of Broadway's prettiest girls, they rip into the old farce like a Princeton house party.

*Charley's Aunt* was first given in London in 1892. It earned Brandon Thomas, who never wrote another hit, over \$1,000,000. It has outrun any other play three to one. It was twice filmed, starring Syd Chaplin and Charles Ruggles. It has been acted in 22 languages, including Esperanto, has had 17 different titles of which most specific was "Charley's Father's Sister" in Greece. On these pages are scenes from its latest production on Broadway.



Charley's Aunt strips, refuses to play "Aunt" any more after being chased by two romantic suitors.



Trying to steal a drink, Charley's Aunt almost succeeds while elegant Lord Chesney declares his love by calling her "a little floweret by the wayside."



For revenge, Charley's Aunt pours cream into the silk hat of her ardent suitor, Mr. Spettigue (right).



# MORE DUPONT "ZERONE" IS SOLD THAN ANY OTHER ANTI-FREEZE

**You can't beat it for Low-Cost Anti-Freeze Protection**

INTRODUCED to the motoring public only seven years ago, more "Zerone" anti-freeze is purchased today than any other brand. The reason is that "Zerone" is efficient and economical. It is so effective it can actually keep water from freezing even at 215° below zero! Surprisingly little is needed for safe protection. A car with a 15-quart radiator capacity (the average size) can often get all-

winter protection for as little as \$1.50 to \$2.00. A single gallon of "Zerone" will protect a 15-quart radiator to zero.

"Zerone" is stable. Replacements under average conditions are small. All you need is an occasional check-up. A solution of "Zerone" and water passes off engine heat better than water alone. That means improved engine performance. "Zerone" contains a rust inhibitor that keeps clean cooling systems free of rust and corrosion.

For an efficient low-price anti-freeze, buy "Zerone." Only \$1.00 a gallon, 25¢ a quart. You can get "Zerone" from dealers everywhere.



**DU PONT ANNOUNCES "ZEREX"**  
...a new non-evaporating anti-freeze!

OUT of the same laboratories that developed that sensational new material, nylon, comes another chemical triumph—"Zerex."

Special ingredients make "Zerex" different from all other premium anti-freeze brands. It protects metals in the cooling system against rust and corrosion. It is an anti-acid that prevents the formation in the cooling solution of chemicals that attack aluminum cylinder heads, rubber hose and pump packings. No clogging of small radiator passages and tubes—improved cooling and engine efficiency—more heat from the car heater.

"Zerex" is more than just an anti-freeze. It's a winter radiator conditioner. If you are proud of your car—

careful to use only the finest products in it—you'll want "Zerex." \$2.65 a gallon, 70¢ in quarts. Won't boil out. One filling does the job all winter.

Tune in "Cavalcade of America," NBC Red Network, Wednesday Evenings.



"Charley's Aunt" (continued)



Charley's Aunt is courted by old Mr. Spettigue who believes she is a Brazilian widow worth marrying for her wealth. Steam-roller Spettigue is pushing matters too far.



Auntie's garter falls down, is discovered by embarrassed Mr. Spettigue who naturally thinks it is his own. Below: Spettigue hurriedly fastens loose garter to his own leg.







Garter trouble begins when Spettigue crosses his knee and pulls Auntie's leg along with him. Both of the parties are equally baffled by this cozy but queer occurrence.



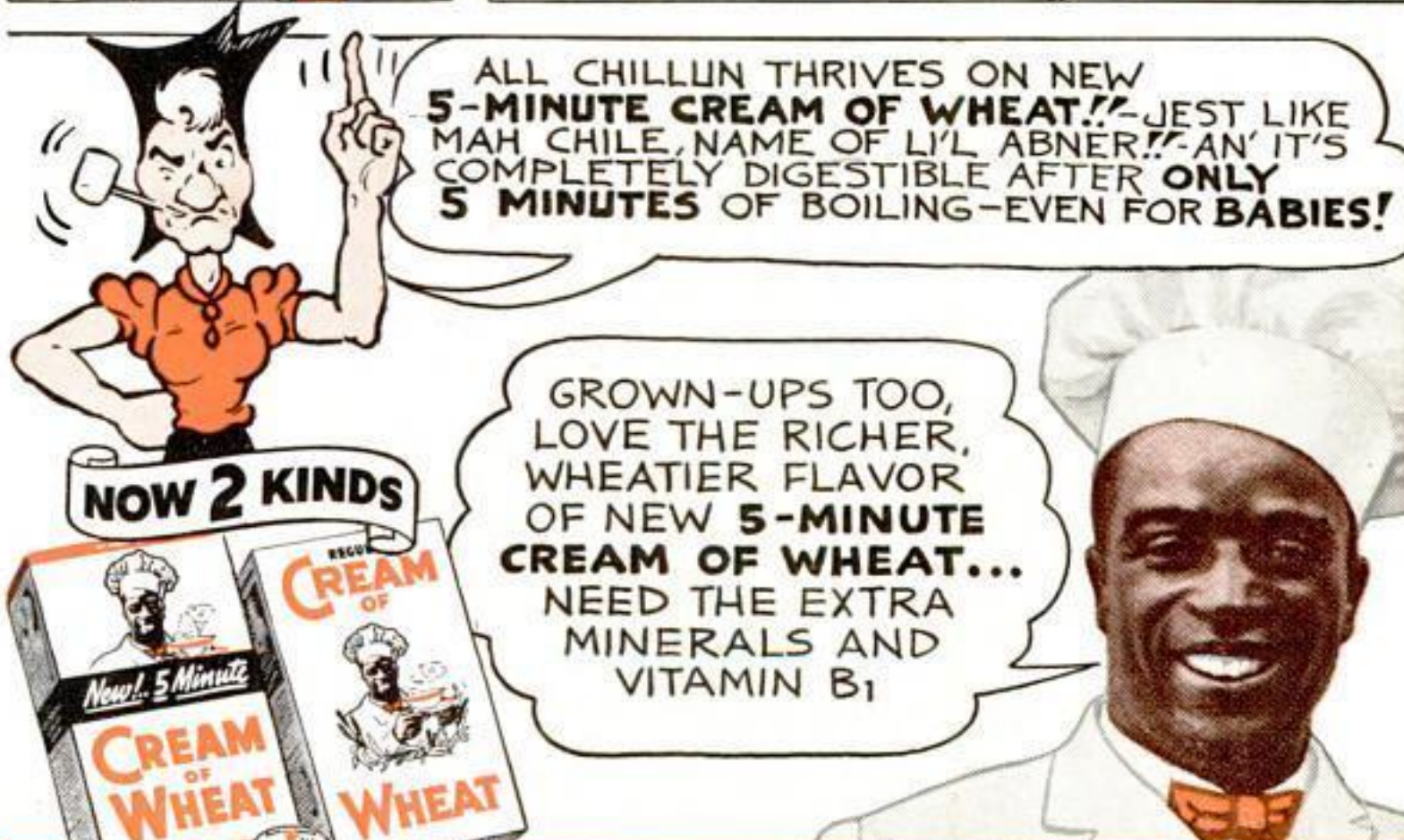
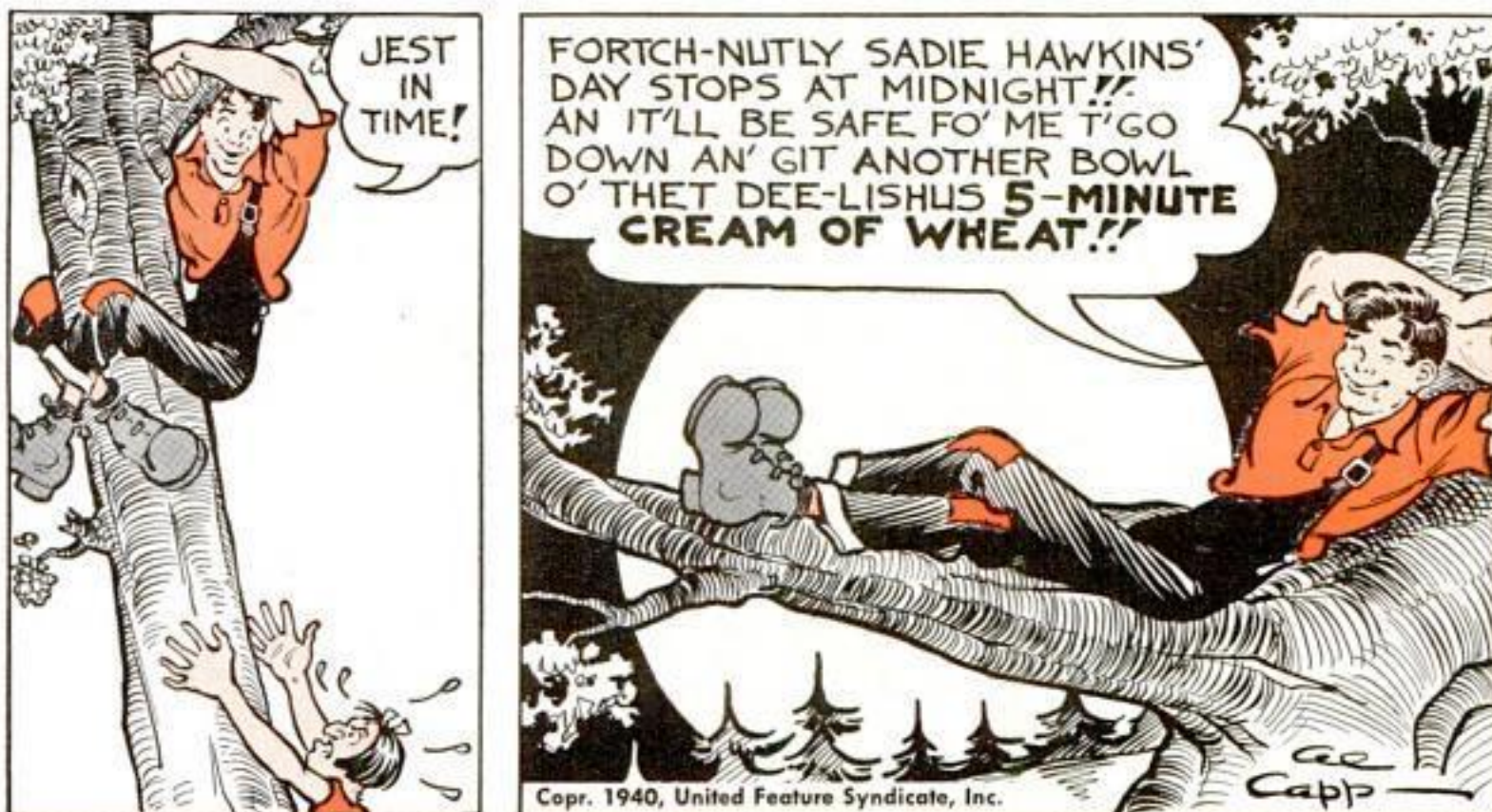
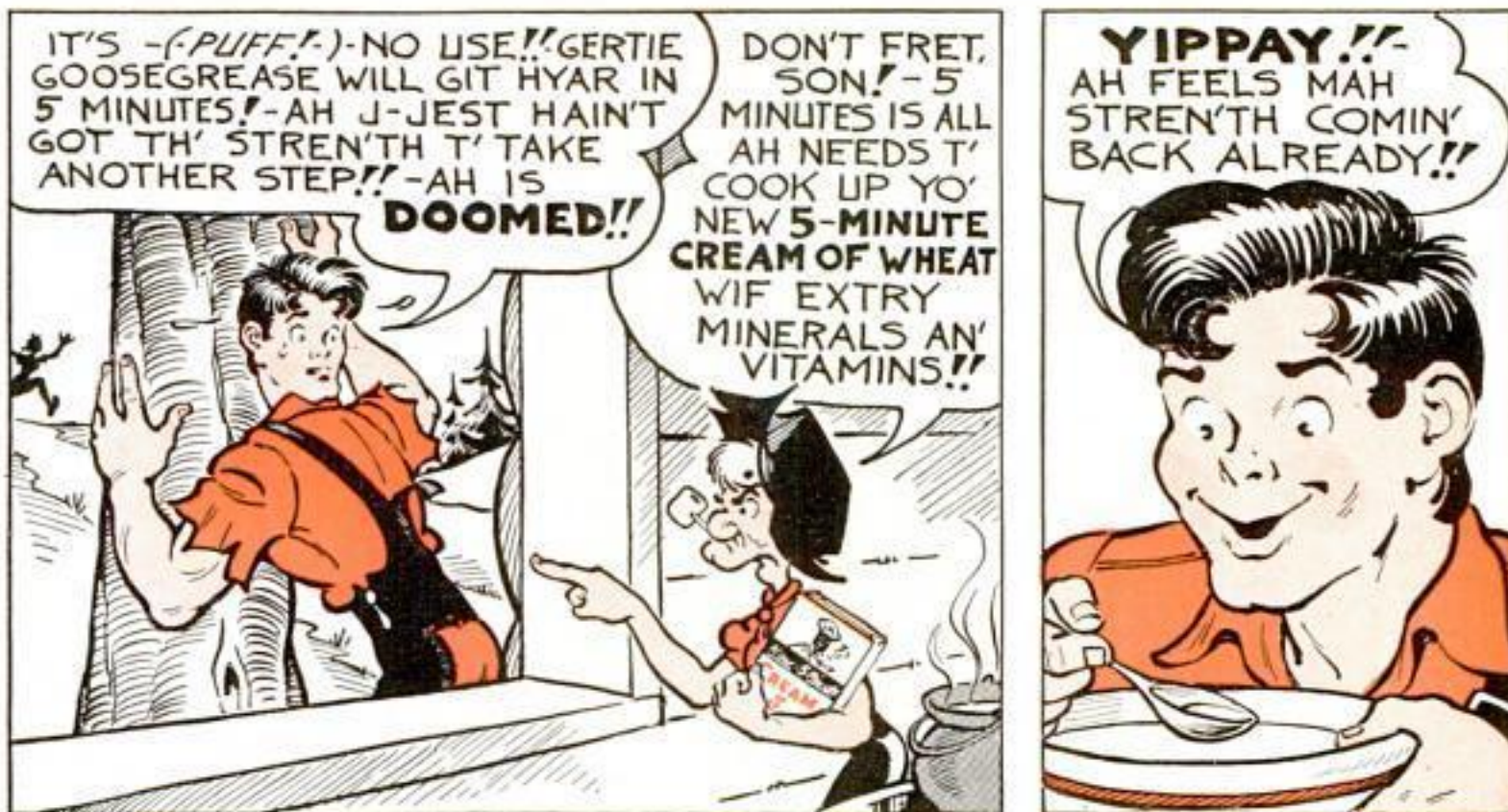
Garter trouble increases as Charley's Aunt drags Spettigue's leg in the opposite direction. Below: The old lady is yanked to the floor as Spettigue rises from the sofa.



CONTINUED ON NEXT PAGE

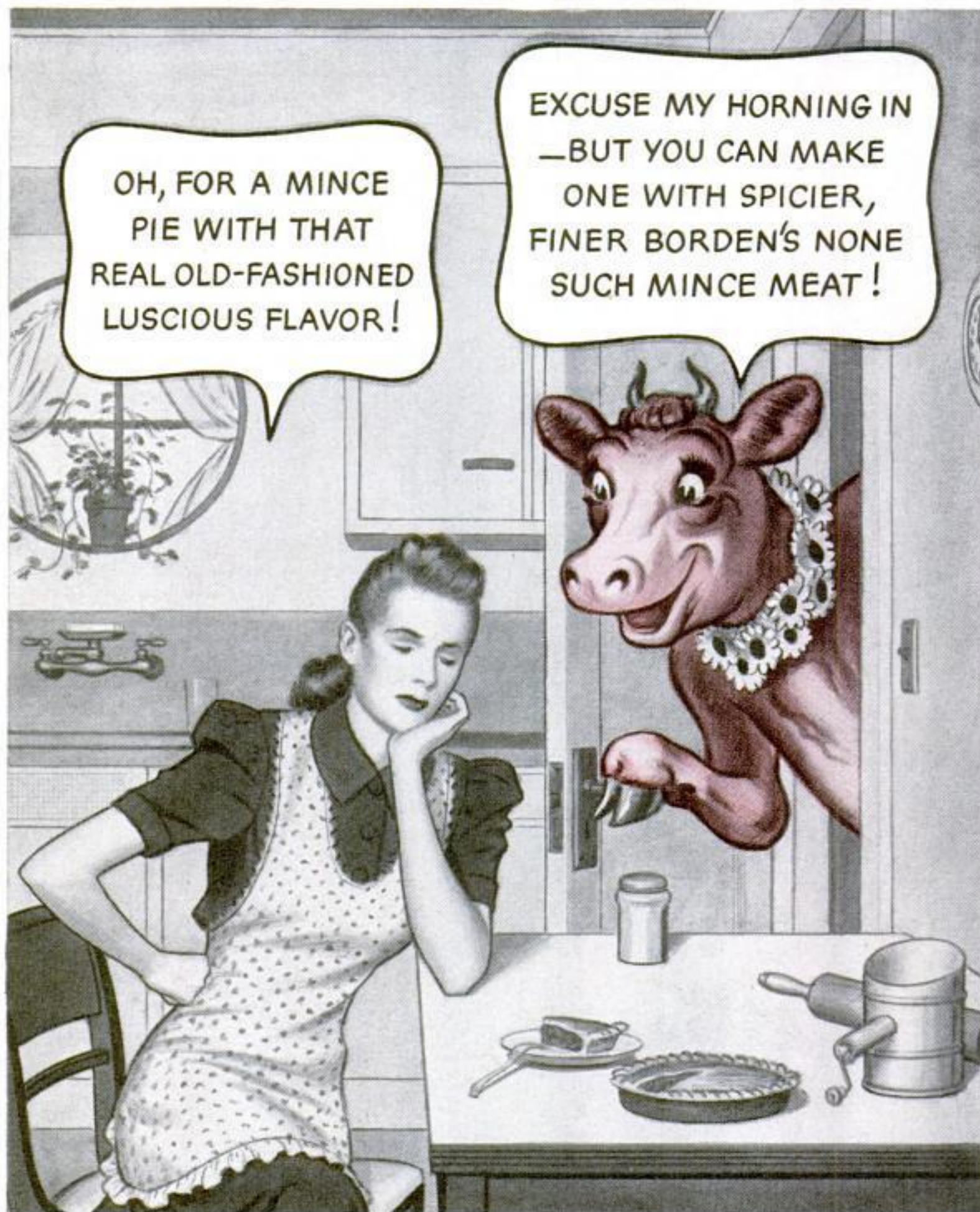
# LI'L ABNER by AL CAPP.

Reg. U. S. Pat. Off.





## A TIP FROM ELSIE, THE BORDEN COW



FROM the very first whiff of tantalizing aroma, you can tell there's something extra-special about a None Such mince pie! And once you've really tasted all the hidden delights—juicy currants, pick-of-the-crop apples, orange and lemon peel and wonderful spices—you'll surely be convinced that Borden's None Such Mince Meat makes the noblest mince pie that ever topped off a dinner!

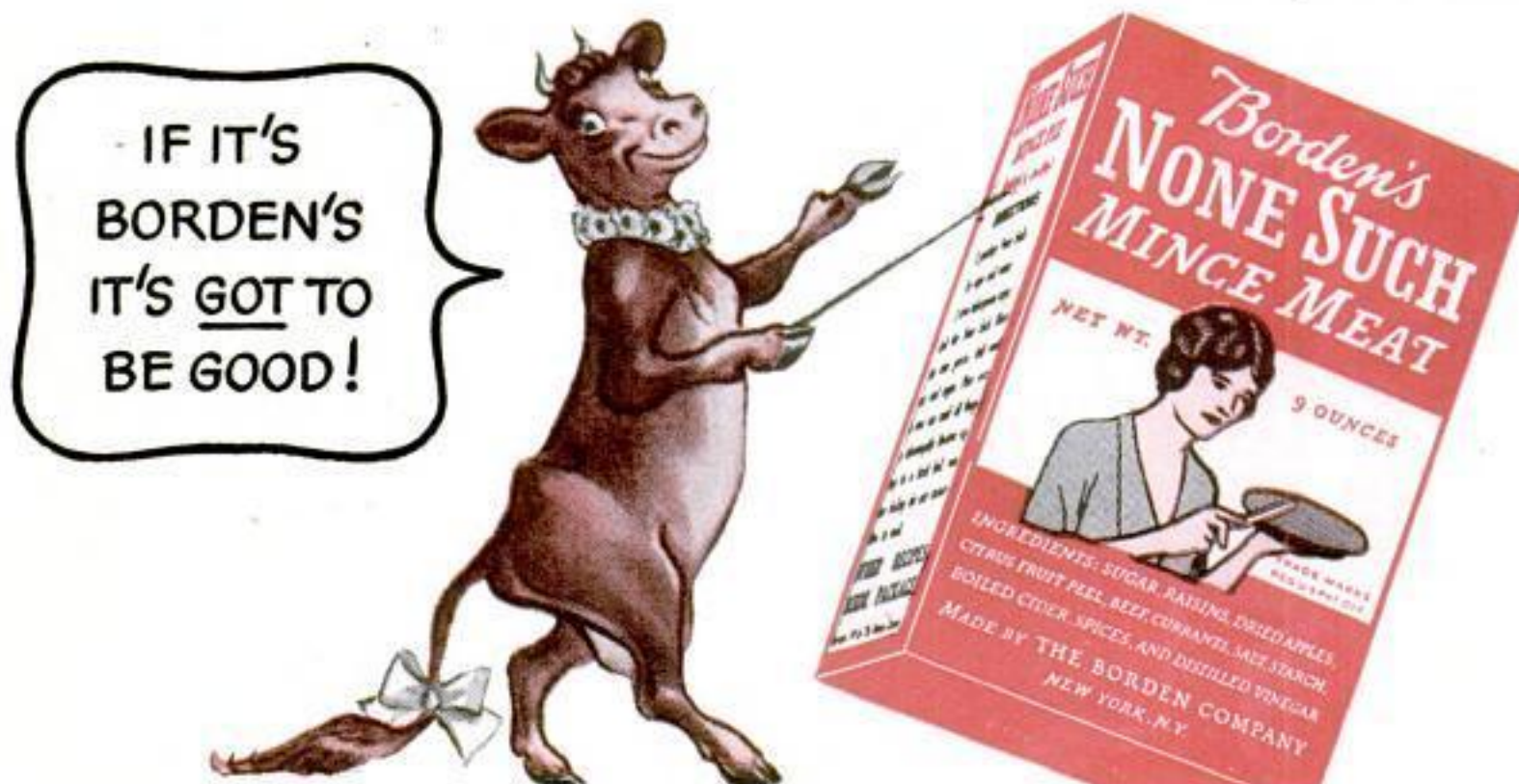
"It's blended of 18 tasty ingredients in all—each one carefully selected and pre-

pared in Borden's immaculate kitchens. And for luscious, old-fashioned flavor, you just can't beat it!

"Of course None Such Mince Meat costs a trifle more. But, then, you wouldn't expect to get sirloin steak for the price of chuck steak, would you? When you taste None Such, you'll agree it's worth the few extra pennies it costs.

"Look for the None Such girl on the bright red package—get *genuine* Borden's None Such Mince Meat."

COPYRIGHT 1940, THE BORDEN CO.



## "Charley's Aunt" (continued)



Charley's Aunt climbs a tree to escape Spettigue while his friends try to lure him down with a brandy bottle. Below: Charley's Aunt is miserable when his sweetheart mistakes him for a lady and he must express his love merely by discreet hand-holding.





# THE COFFEE OF MAGNIFICENT FLAVOR



## Why Custom Ground A&P Coffee is the Choice of Every 7th Family in America

Into A&P Stores and Super Markets this week will go millions of coffee lovers—to exercise their privilege of buying coffee in the bean and having it ground exactly right for the type of coffee maker they use. They know that only freshly roasted, correctly ground coffee will give them all of the delicious flavor for which they pay—and pay so little! That is why A&P Coffee—pick of the planta-

tions—is favored above all others! Read the facts below—then come—get A&P Coffee—have it Custom Ground to your order when you buy. Brew it—enjoy the Coffee of Magnificent Flavor!

**Custom Ground Coffee is A&P Coffee that is correctly ground for your own coffee maker by the special mill in your A&P Food Store.**

**Sold At All A&P Food Stores**



No other coffee gives you all these advantages. Coffee that's the pick of the plantations • Selected and bough by A&P's own resident experts in South America • Roasted to flavor peak in A&P's exclusiv. flavor-control roasters • Sold in the flavor-sealed bean in A&P stores • Custom Ground when you buy... exactly right for *your* coffee pot, to bring out all the magnificent flavor.



In the regular coffee pot, boiling water is in constant contact with the coffee. Therefore be sure to have your A&P Coffee ground coarse.



Percolators force water over the coffee intermittently. That is why you should be sure to use medium ground A&P Coffee in your percolator.



In drip pots water goes through the coffee grounds only once; therefore you should have your A&P Coffee ground fine to get the full flavor.



In vacuum pots the contact is briefest—up goes the water, down comes the coffee. So be certain to use A&P Coffee ground extra fine.



**Why A&P Coffee is a Luxury that Every Home can Afford**  
Brought direct from plantation to you by A&P, so usual handling charges and in-between profits are avoided. The savings are shared with you in amazingly low prices—now the lowest prices in history!





You have either reached a page that is unavailable for viewing or reached your viewing limit for this book.





Now—coil springs on rear wheels, too! So gentle-riding, so responsive that foot-weight on bumper activates them. Proved safe in millions of road miles, and in gruelling international races.



Goes like a streak! You have pickup of 15 to 50 miles an hour in 12 seconds, in high gear!

Getting more than 500 miles to a tankful, the average good driver can save from \$1.50 to \$2 each time he "fills up".



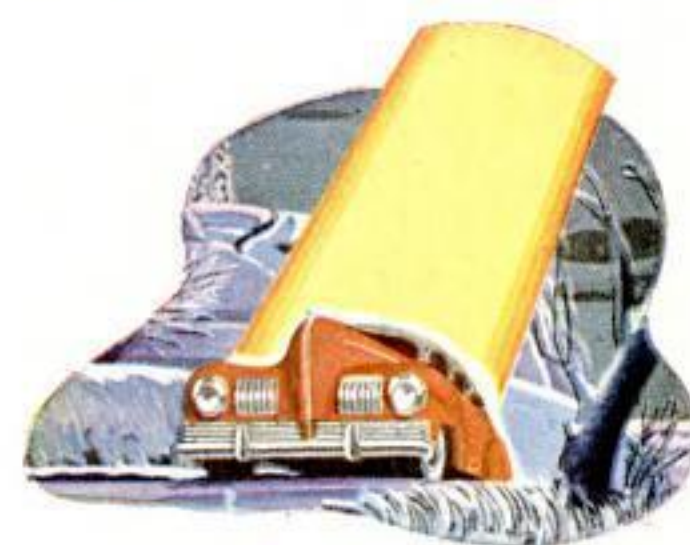
**25 TO 30  
MILES A  
GALLON**



Frame and body are *one girder-steel unit*—safer, quieter, roomier. Hugs the ground. Wider seats, greater window area, 20 cubic feet of luggage space.

# Lowest-Price Field!

- ★ 25 to 30 Miles per Gallon of Gasoline!
- ★ Flashing Pickup of New "Flying Scot" Engine!
- ★ Roomier than 1940 Cars Costing up to \$200 More
- ★ A Coil Spring Ride on All Four Wheels!
- ★ New "Unitized" Steel Body—Safer, Quieter
- ★ Improved Weather Eye Conditioned Air System
- ... and Convertible Bed
- ★ Overall Economy Saves You \$70 to \$100 a Year!



With new capacity, the Weather Eye conditioned air system gives you perfect fresh air warmth even at 10° below zero. Automatically foils changing weather.



In Nash sedans the rear seat space is quickly converted into a big double bed! Saves sportsmen, vacationists \$20 to \$35 a year. An original Nash feature.

**T**ODAY—America has a *new kind of car* in the lowest-price field.

Designed and built—*not* for just 15 to 20 miles a gallon economy, but for a real 25 to 30!

Designed and built—*not* for minimum size and comfort—but to give you the sumptuous room and ride of a \$1,200 automobile.

Designed and built—*not* simply to "match" the performance of its competitors—but for the thrill of your whole car-owning experience!

Here it is—Nash's revolutionary lowest-priced car, three years in the making—designed and built as a unit—no "cut down" parts, no out-moded engineering.

Sweep your eyes over the magnificent length of it—the front seat that's nearly five feet wide. Feast your eyes on its sleek styling... smartly two-toned, inside and out.

For the first time under \$1,000—a "unitized" car. Body and frame are forever welded into one solid, safe, rattle-proof, twist-proof unit.

Beneath its hood purrs a new kind of car engine—the Manifold-sealed "Flying Scot". Its terrific get-up-and-go... the smoothness of its radio-balanced crankshaft... are almost as phenomenal as its economy.

Never, in all your life, have you felt a car ride—or handle—like this!

Here is the first car at its price with *coil* springs on all four wheels. The first car at *any* price with costly Two-way Ball-bearing Steering.

It is sheer delight to take a new Nash over the worst road you know... and feel how

the bumps miraculously disappear... how staunchly you ride the sharpest curves.

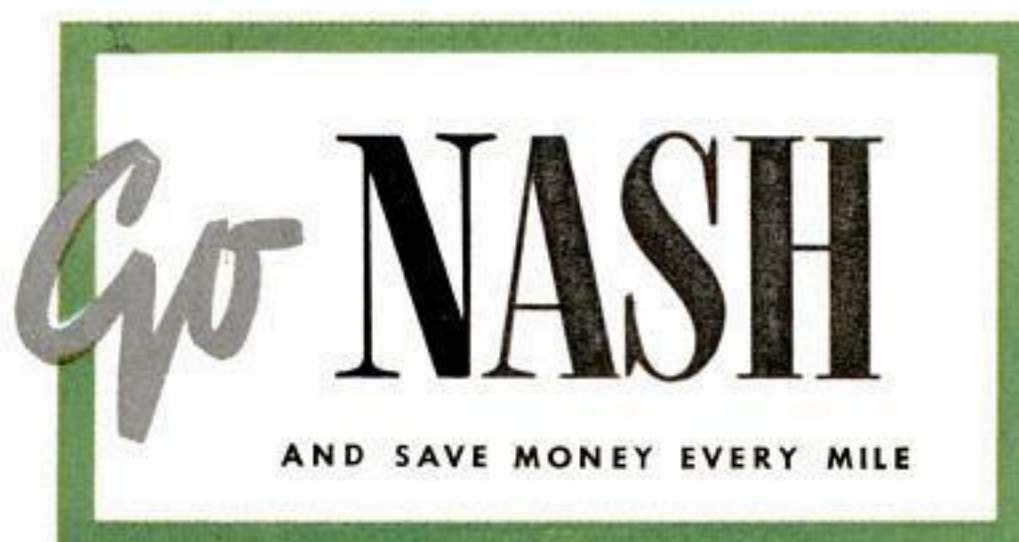
In every feature you see evidence of millions of dollars of new Nash engineering. A *new* Weather Eye System! A Fourth Speed Forward that raises Nash economy as high as 32 miles a gallon, in engineering tests. The new 60-second Convertible Bed.

In every detail—the quality, the precision workmanship that mean Nash "long life."

Truthfully, it cannot be compared with the leading low-price cars you know—except in the matter of price.

Yet with all these revolutionary features, all this fine car size and comfort, your savings—in gas, oil, and touring costs—*may easily mean* \$100 a year to you!

Why consider any less modern automobile this year? Right now—for the sheer fun of it—go to your Nash dealer's—*get behind the wheel!*



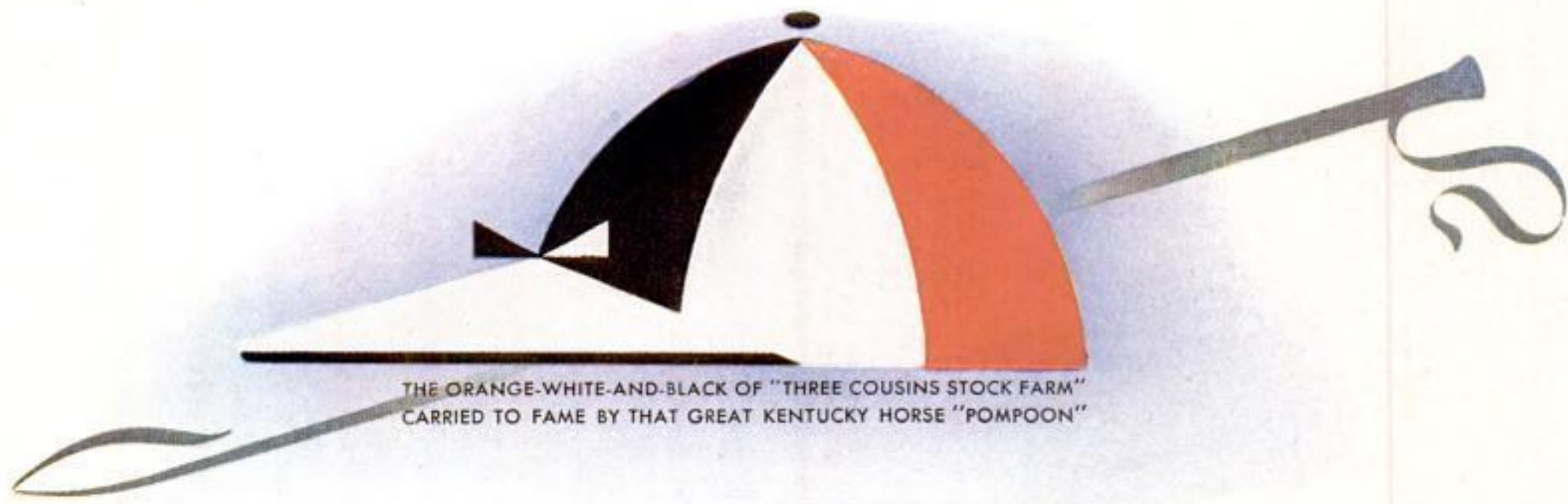
## 3 SERIES...17 BEAUTIFUL MODELS...ALL AT NEW LOWER PRICES!

The Nash Ambassador "600"... America's newest low-price car. 6-cylinder Manifold-Sealed Engine. 194 inches over all. Six models, including four Sedans.

The Aeropowered Nash Ambassador Six. 105 HP... 6-cylinder Twin Ignition, Valve-in-Head Engine. 201 inches over all. Six models, including Convertible.

The Aeropowered Nash Ambassador Eight—115 HP. 8-cylinder Twin-Ignition, Valve-in-Head Engine. 201 inches over all. Five brilliant, custom models.





THE ORANGE-WHITE-AND-BLACK OF "THREE COUSINS STOCK FARM"  
CARRIED TO FAME BY THAT GREAT KENTUCKY HORSE "POMPOON"

# *Cream of Kentucky*

**THE "DOUBLE-RICH" BOURBON**



*Neat... it's a "DOUBLE-RICH" treat*

The true lover of fine Kentucky Bourbon whiskey never disguises Cream of Kentucky with "mixings"! He sips it straight, to relish fully its "Double-Rich" character and smoothness. Try it! You'll taste why this is the world's largest-selling straight Bourbon.

STRAIGHT BOURBON WHISKEY, 90 PROOF. COPR. 1940, SCHENLEY DISTILLERS CORP., NEW YORK CITY





# JOHNSON RIFLE STIRS UP GREAT MILITARY SQUABBLE

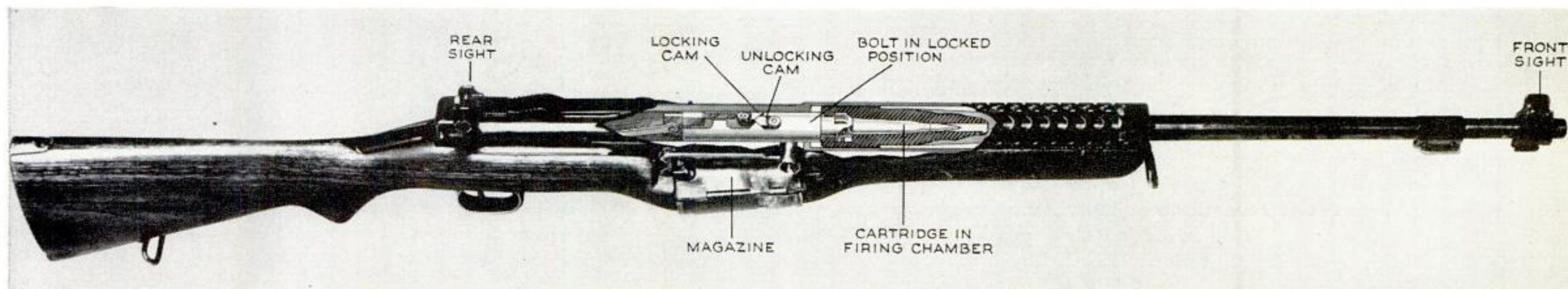
The blazing guns on the right, firing tracer bullets, are Johnson semi-automatic .30-cal. rifles. Around them and the Army's Garand there is raging one of the greatest military squabbles in U. S. history. On one side are almost all the expert gunsmiths and riflemen as well as many Army, Navy and Marine officers. They believe that the Johnson is so superior to the Garand that it should be adopted by the U. S. Army. They point out that it would be tragically dangerous for the U. S. to go to war relying on a gun as complicated and inaccurate as the Garand. On the other side is the Army Ordnance Department, which has developed, adopted and publicized the Garand. Apparently determined to stick by its choice, it has prevented demonstration of the Johnson, even has forbidden Army men to fire it.

The principles of the Johnson are like those of the Browning machine guns. Instead of being gas-operated, as is the Garand, the Johnson is recoil-operated (see below). Thus it is less complicated, has no cylinder to get clogged with carbon, and can be taken apart and put together for cleaning by any Army private. In addition, the Johnson is more accurate than the Garand (see p. 59), has more endurance and is safer. Most important of all, because it is simpler to manufacture, it can be produced more quickly in far bigger quantities. Representatives of the Hupp Motor Car Corp. have said that their company alone could turn out 1,000 Johnsons a day within six months.

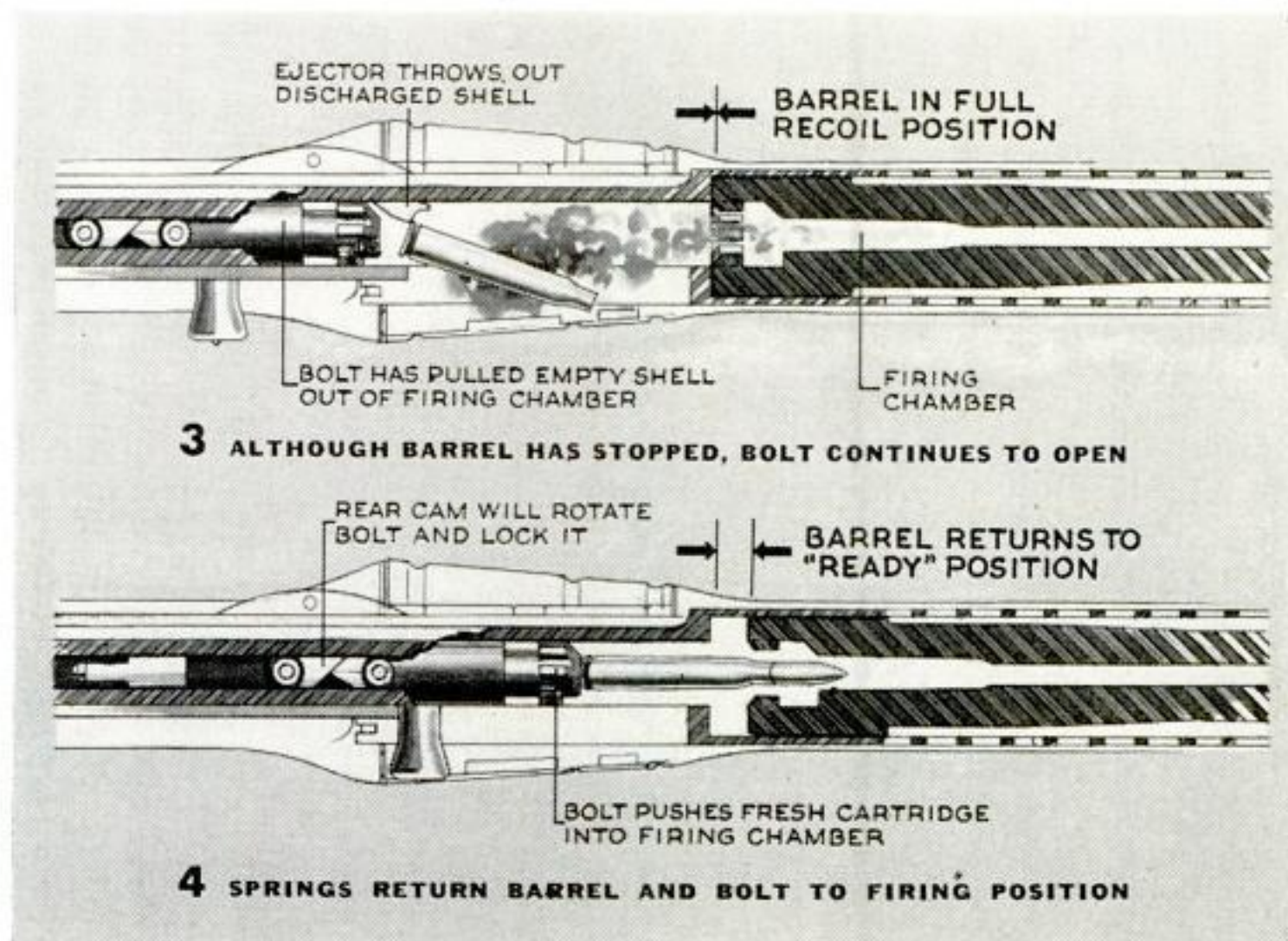
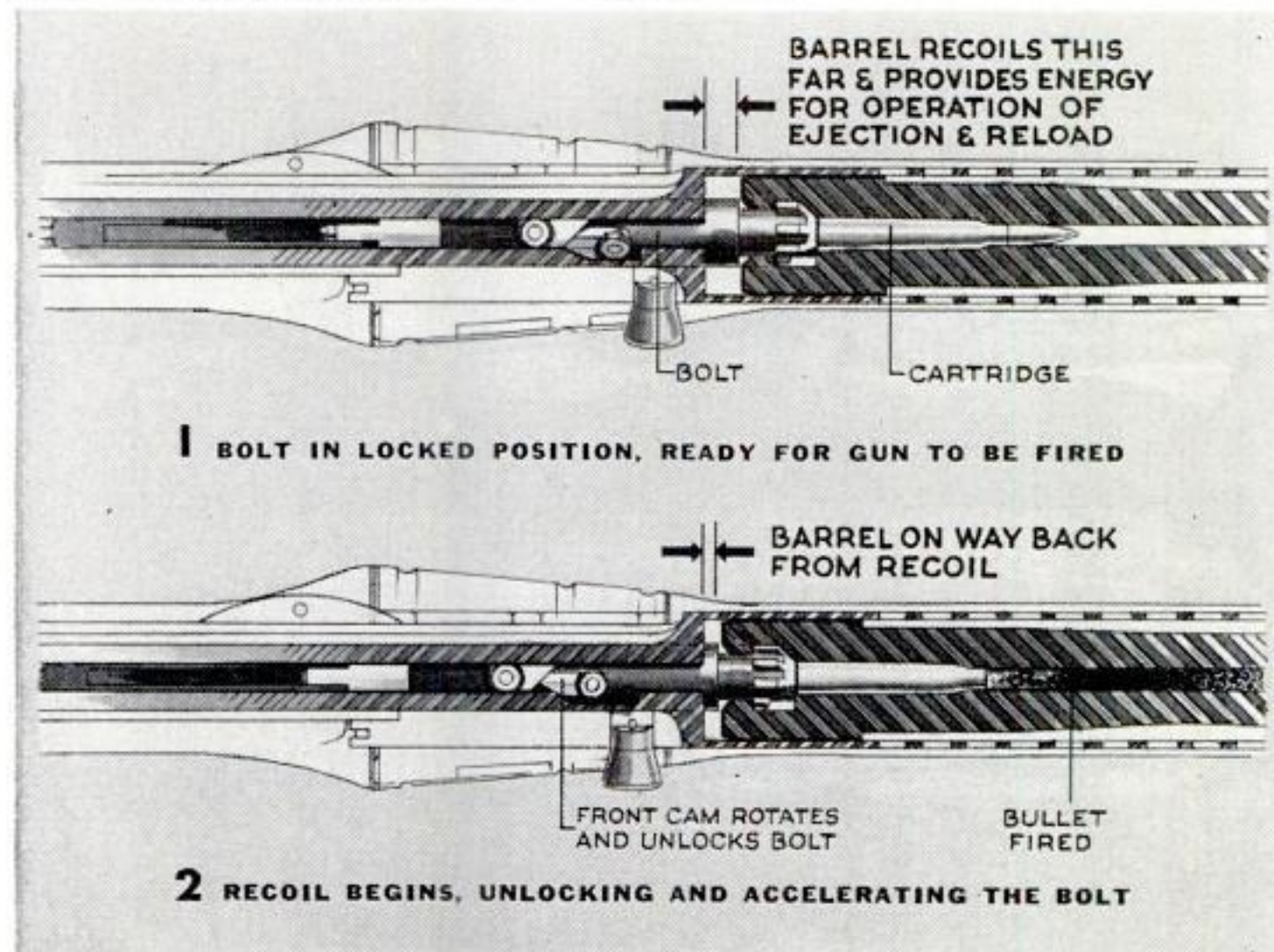
The Army's big objection to the Johnson rifle is that there is no time to give it a field test. The opportunity for such a test without cost to the U. S. came last fall when the Dutch East Indies ordered a large number of Johnsons. It remained to be seen whether the Army would seize the opportunity, or would refuse, by right of priority, to give the Dutch the materials necessary for building the guns.



INVENTOR MELVIN JOHNSON (RIGHT), MARINE RESERVE CAPTAIN, DEMONSTRATES RIFLE'S STEADINESS



THESE DRAWINGS SHOW HOW THE RECOIL OPERATION WORKS. IN STOCK IS A SPRING WHICH IS DEPRESSED BY RECOIL, UPON RELEASE RETURNS BOLT TO LOCKED POSITION






**HERE'S THE SECRET  
OF MAKING  
GOOD COFFEE  
EVERY TIME!**



**NEW  
G-E COFFEE MAKER  
COMPLETELY AUTOMATIC**

*Turns Itself Off—Keeps Coffee  
Hot Until You Want It!*



 DELICIOUS coffee every meal—whether you make two cups or eight! Coffee to serve with pride and not apologies. Now you can have it—day in, day out—with the new G-E Coffee Maker. Just press the button, and this coffee maker does the rest—automatically. Brews coffee that *tastes* as good as roasting coffee smells. Turns itself off when the coffee attains its rich, full flavor. Keeps the coffee hot until you pour it steaming. See this beautiful G-E Coffee Maker at your dealer's now. Only . . . . . **\$12<sup>95</sup>**

**LOOK FOR THESE FEATURES**

Wide-mouth Pyrex glass bowls, warranted against heat breakage...compact porcelain drainer assembly, easy to use and easy to clean...specially designed to make two cups of coffee just as well as eight...two-heat stove has thermostatically controlled low heat with pilot light indicator to keep coffee hot.

**NEW G-E  
TRIPLE-WHIP  
MIXER**



**NEW G-E TOASTER**



**THREE BEATERS ARE BETTER THAN TWO**

● Has three powerful beaters, several speeds and a light that shines directly into the bowl. Use this mixer for whipping potatoes, for satiny smooth gravies, batters and sauces, for fluffy omelets and soufflés. Complete with two bowls and juicer.. **\$22<sup>75</sup>**

**New G-E Toaster** automatically toasts one slice or two, just the way you like it, and keeps toast warm till you serve it. Shining chrome finish with walnut plastic handles. Concealed tray catches all crumbs.. **\$16<sup>00</sup>**

**GENERAL ELECTRIC**

**Johnson rifle (continued)**



To demonstrate the practicability of the Johnson rifle under the worst war conditions, Inventor Johnson and his assistant cover the loaded gun with a big bag of dirt.



Lifting gun, Johnson gives dirt every opportunity to seep into the mechanism and around barrel. Johnson weighs between 9½ and 10 lb., ½ lb. heavier than Garand.



The gun goes off within 5 seconds after dirt is brushed off. All ten shots fire without breakdown. Even muddy, greasy ammunition can be used if bolt is hand-operated.

CONTINUED ON PAGE 59



A Super-Sensitive, Super-Styled Superheterodyne!

# "The SUPER SIX"



1. 6 RCA Victor Preferred Type Tubes
2. Big continental style plastic cabinet
3. R-F stage for better sensitivity
4. Big Edge-Lighted Dial
5. New style bull's-eye pointer
6. Music-speech Tone Control
7. Plug-in for record player attachment
8. RCA Victor Roto-Base
9. Powerful 5" Permanent Magnet Dynamic Speaker
10. Improved superheterodyne circuit
11. Popular 1712 kc. police band
12. Extra-large Magic Loop Antenna
13. Big knobs for easy tuning
14. Automatic Volume Control
15. Special hi-stability I-F transformers
16. Connection for extra antenna
17. 16-to-1 Vernier tuning
18. AC-DC operation

New 1941 RCA Victor Triumph... 18 Features—  
6 RCA Victor Preferred Type Tubes for only...

**\$16<sup>95</sup>\***

## Other Outstanding RCA Victor Extra Quality Extra Radios



RCA Victor Model 45X-1. Colorful, brown plastic cabinet will brighten any cozy corner in your home. Grand tone from 5 RCA Victor Preferred Type Tubes, Beam Power Output, Dynamic Speaker. Only... **\$9<sup>95</sup>\***

RCA Victor Model 16X-3. Contains important features of the "Super Six" but is enclosed in handsome wooden cabinet of selected walnut and mahogany veneers... **\$22<sup>95</sup>\***



RCA Victor Model 10X. Continental-style cabinet of rich, brown plastic materials. Built-in Magic Loop Antenna, Plug-in for Victrola attachment, 5 RCA Victor Preferred Type Tubes... **\$14<sup>95</sup>\***

NOW RCA VICTOR breaks *all* established traditions about radio values... to bring you more radio per dollar than even we ourselves believed possible just a few short months ago! Imagine 18 great RCA Victor features, at less than a dollar a feature! Imagine luxurious *big* set performance engineered to compact size!

Months of research went into the RCA Victor "Super Six." RCA Victor engineers, designers, production men and purchasing agents worked long and late to make this great new miracle radio value possible. And it was worth it! The instant you see and hear your first RCA Victor "Super Six," you'll gasp with admiration at its matchless performance...convenience...beauty. You'll be sure that the price-tag must be *wrong*!

Visit your RCA Victor dealer—see for yourself how the amazing RCA Victor built-in Magic Loop Antenna and exclusive Roto-Base lets you "aim" the set to get far-away stations better, or to eliminate unwanted noise and interference. Compare the "Super Six" with any other radio you've ever owned, seen, or heard of—feature by feature, dollar for dollar. You'll come home with *your* "Super Six" tucked proudly under your arm! Here at last is the *ideal* extra set you've wanted—right at the time when you want an extra set more than ever before!

You can buy RCA Victor Radios on C. I. T. Easy Payment Plan. \*Prices f. o. b. Factory, subject to change without notice. Trademark "RCA Victor" Reg. U. S. Pat. Off. by RCA Manufacturing Co., Inc., Camden, N. J.



# RCA Victor

A SERVICE OF THE RADIO CORPORATION OF AMERICA

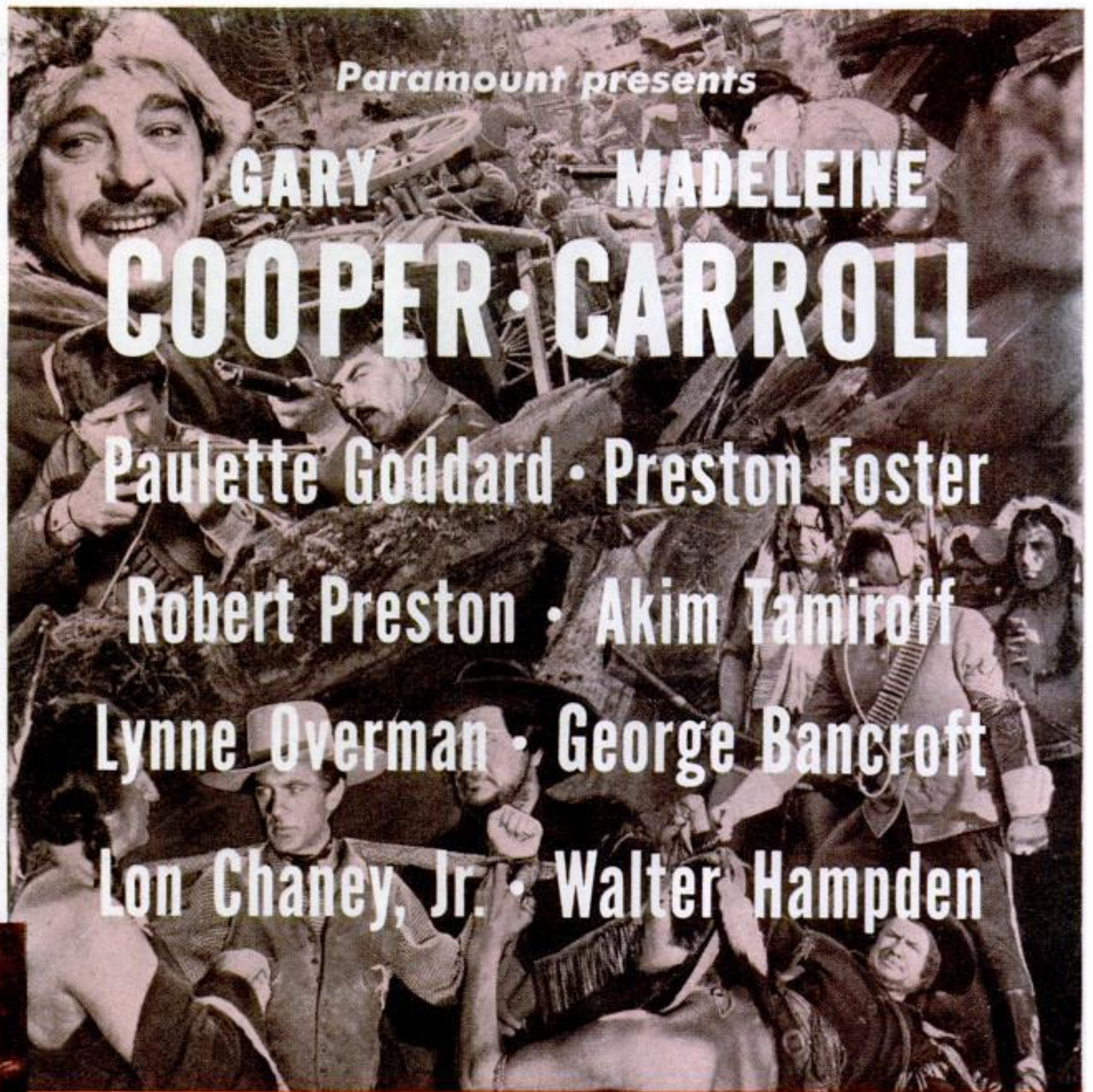


**America's Greatest Showman  
Creates the All-Star Adventure  
Romance of All Time!**

Red coated "Mounties," Canada's sons of courage, riding against a wilderness aflame with Indian war! The roaring magnificence of "Union Pacific," the pulse tingling power of "The Plainsman!" Two surging love stories woven into one mighty drama of human emotions, told against the blazing beauty of the northern forests, filmed in *SUPER-TECHNICOLOR!*



Texas Ranger Gary Cooper rides north to capture a fugitive, but Madeleine Carroll captures his own fugitive heart.



Paramount presents  
**GARY COOPER • MADELEINE CARROLL**

**Paulette Goddard • Preston Foster**

**Robert Preston • Akim Tamiroff**

**Lynne Overman • George Bancroft**

**Lon Chaney, Jr. • Walter Hampden**

**Cecil B. De Mille's  
"NORTH WEST  
MOUNTED POLICE"  
IN TECHNICOLOR!**

**10 GREAT STARS IN ONE MIGHTY ACTION DRAMA!**



GARY COOPER   MADELEINE CARROLL   PAULETTE GODDARD   PRESTON FOSTER   ROBERT PRESTON  
AKIM TAMIROFF   LYNNE OVERMAN   GEORGE BANCROFT   LON CHANEY, Jr.   WALTER HAMPDEN



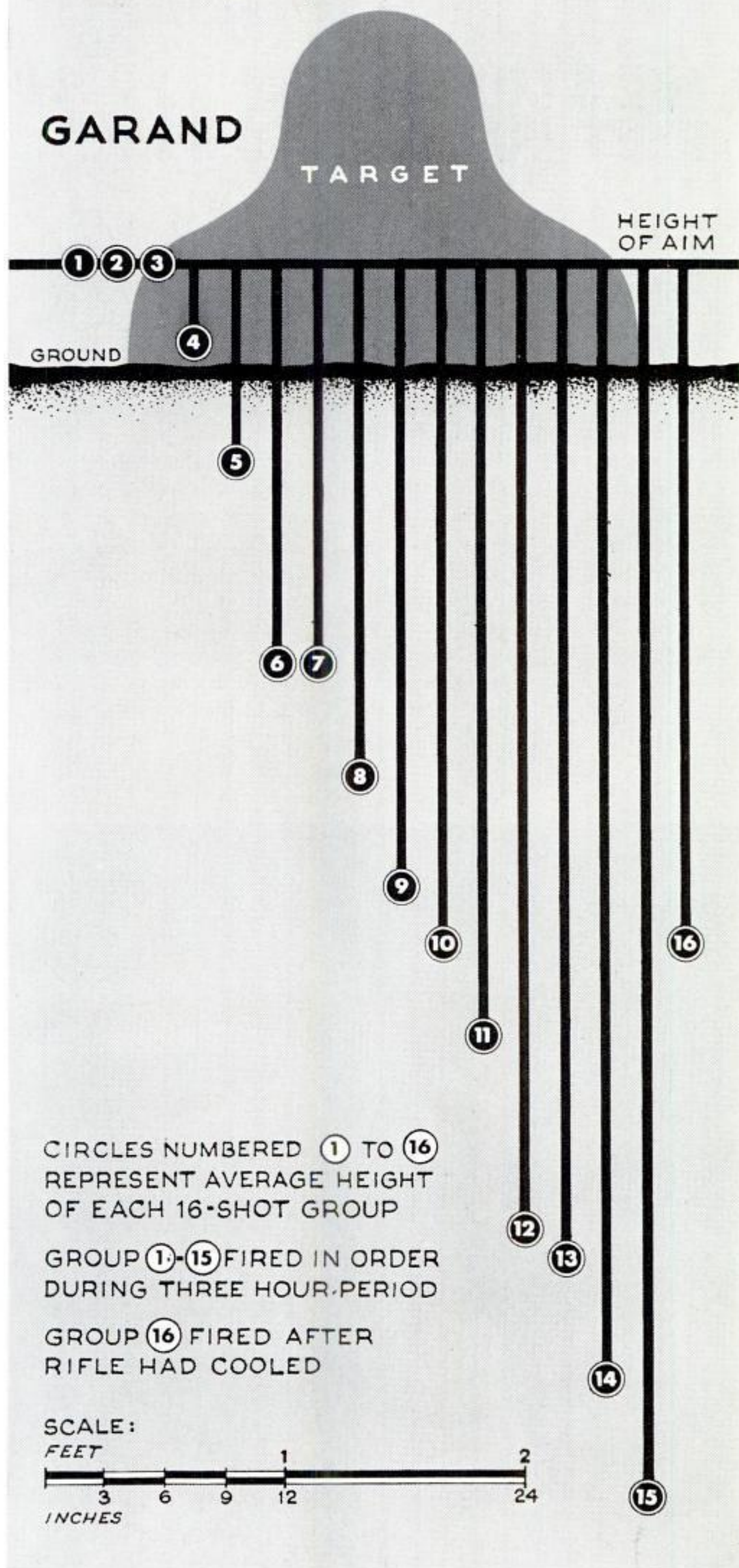
Little wilderness spitfire Louvette (Paulette Goddard) gets her man, dashing, gallant red coated Constable Logan of the Mounted (Robert Preston).



See "NORTH WEST MOUNTED POLICE" coming soon to your favorite theatre!

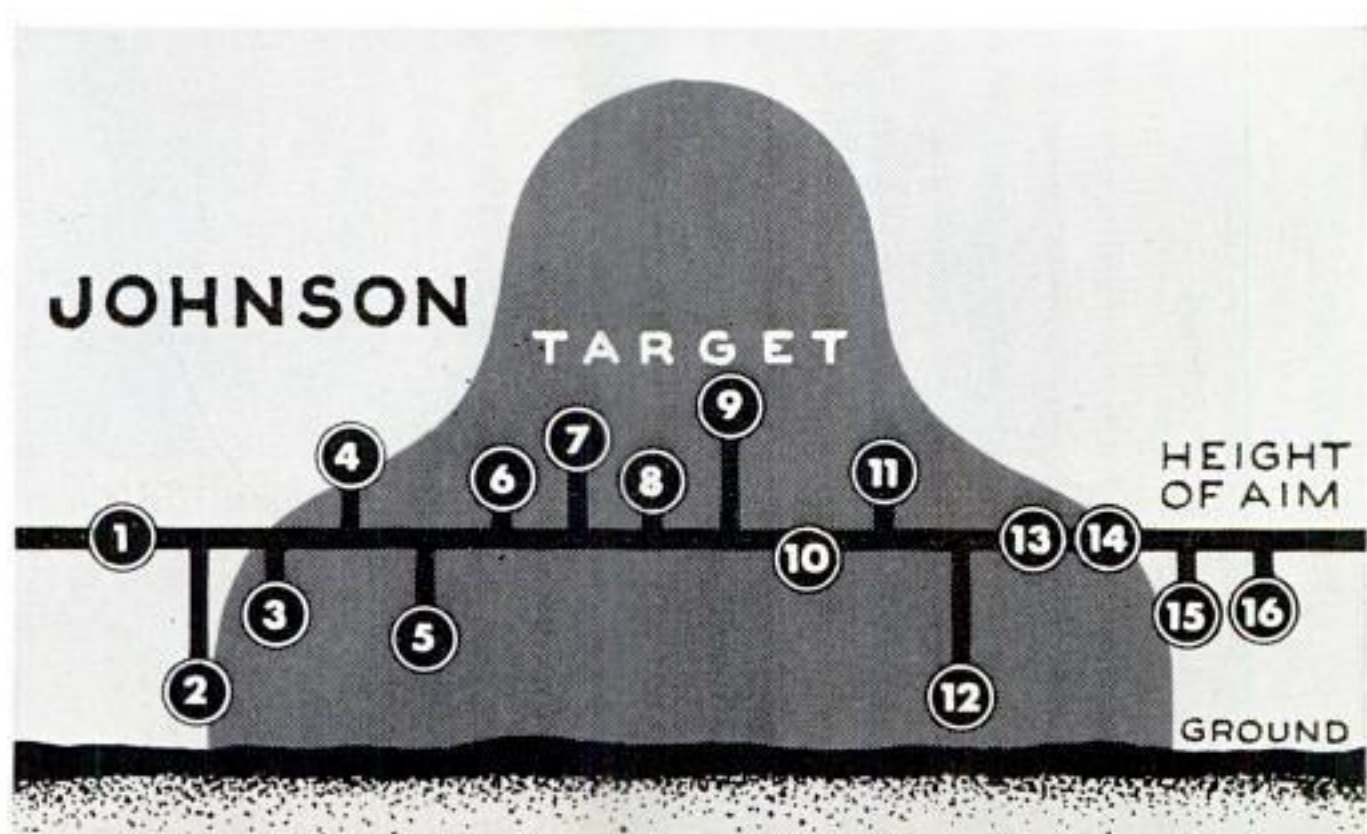
Produced and Directed by **CECIL B. DEMILLE** • Original Screen Play by Alan Le May, Jesse Lasky, Jr. and C. Gardner Sullivan





Comparative firing tests of the Johnson and Garand rifles, made early this year, revealed the Garand was subject to "drooping" of the barrel on heating. The target represents a crawling man, and 16 groups of 16 shots each were fired by each gun. The Garand's shots, fired over 4 hours' time, are graphed above. For the first three groups it fired accurately, then, as the barrel heated up, the shots hit lower and lower on the target, finally sprayed harmlessly 5 ft. below line of aim. When the barrel was allowed to cool between the 15th and 16th groups, accuracy improved. Although the Garand has been corrected since these tests were made, many experts think they still droop.

Below: results when Johnson was fired under same circumstances.



## In college you get ideas



All the kids say yeast does marvels for you. But nobody ever said that it was marvelous to take, till . . .

Ben came home for Thanksgiving and said, "What! You infants still *eating* yeast? Here's the way we grown-ups do it now! *Mash* a cake of Fleischmann's Yeast in dry glass with a fork. Add  $\frac{1}{4}$  glass cool milk or plain tomato juice or water. *Stir* till yeast is completely blended. *Fill* glass with liquid . . . stir and drink."



"That's really something! Guess I'll have to go to college, too, if you learn useful things like that."



If you are one of the millions who know what Fleischmann's Yeast can do for you, but never stayed with it long enough to get its full benefit, you'll find it easy to take this new pleasant way. Remember, for daily use, Fleischmann's Yeast is one of the richest of all common foods in the amazing vitamin B complex. Drink it last thing at night . . . first thing in the morning.



Copyright, 1940  
Standard Brands Incorporated

## Fleischmann's Fresh Yeast

**DRINK IT...TO YOUR HEALTH!**



MODERN LIVING

# NEW ALL-AMERICAN FASHIONS

## COAST-TO-COAST TALENT CREATES ABUNDANCE OF STYLES

**N**ow is the time when Mrs. American Consumer stands fingering the one or one hundred garments in her clothes closet and reaches the unoriginal conclusion that she has nothing to wear. Thereupon the great American shopping safari begins. As Mrs. Consumer treks from store to store she finds new colors, new fabrics, new silhouets, new trimmings, just as she always has, despite the fact that this fall for first time in 26 years the clothes were not "Paris-inspired."

On these pages LIFE presents an infinitesimal part of the new American-designed and American-made fashions for the winter season 1940-41. From Southern California come the Hawaiian-inspired Southern resort clothes. For many years resort clothes have reflected a slight Hawaiian influence. Never before has the in-

fluence been so pronounced, so widespread, so successful in its interpretation. It is almost as if the designers of Southern California needed to be freed completely from their European shackles to see and use to the fullest extent this rich American source.

From New York's great garment manufacturing center on Seventh Avenue come the clothes reproduced in color. The workrooms of Brows Jacobson & Linde, Samuel Chapman, Morris W. Haft & Bros., Kallman & Morris, Philip Mangone and Pattullo Modes which made these models are but six of several thousand houses which have been busy since early August turning out the millions of garments which American women expect to find in the shops each fall, irrespective of what Paris may do.



Glorified "holokus" are these dinner dresses worn by Sheila Ryan (left) and Elyse Knox. Hawaiian print lounging pajamas worn below by Ruth Stevens are designed by Viola Dimmitt.



Free as a native is this girl in her two-piece flowered silk evening dress designed by Marie Miller, Hawaiian-born

custom dressmaker to the elite of Los Angeles. Her fabrics and clothes are exclusive designs. This dress costs \$95.





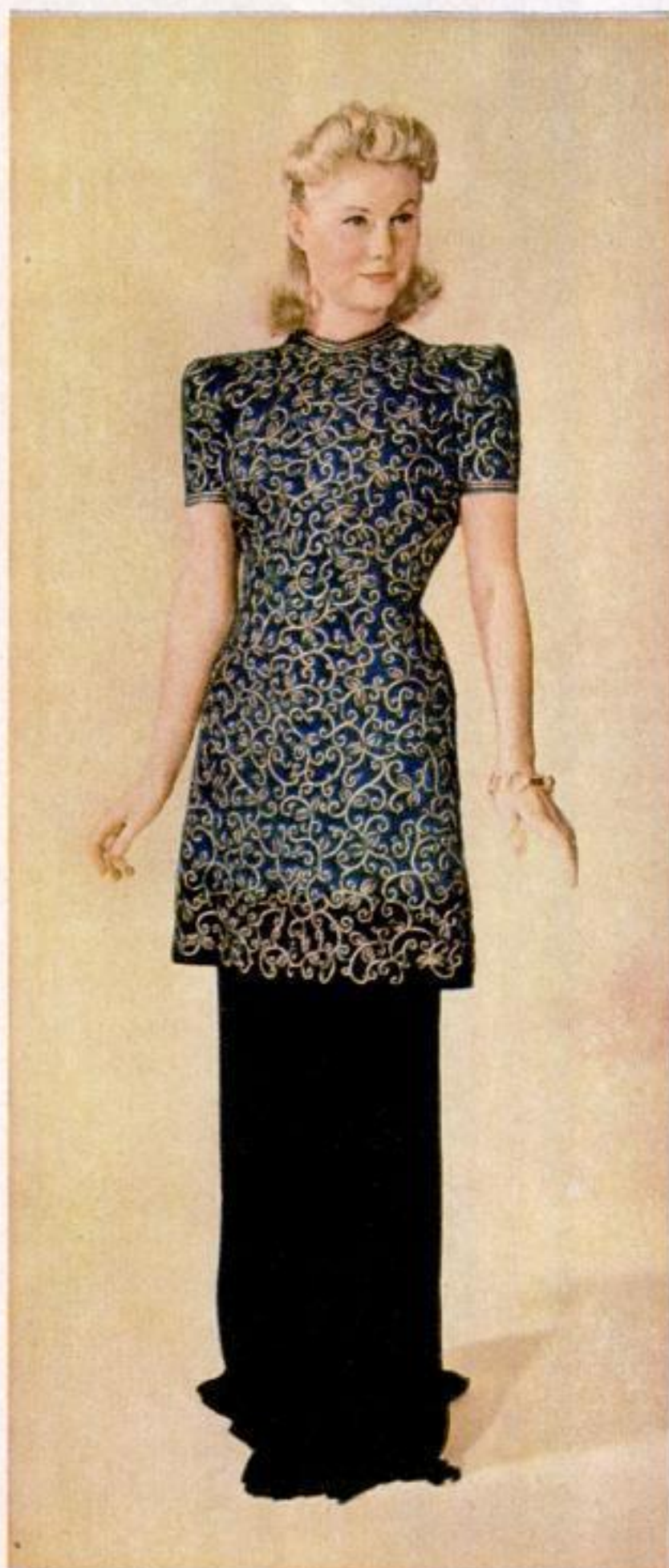




PLAID WOOL TOPPER GOES OVER SUIT-DRESS



NUTRIA IS LAVISHLY SPLASHED ON GRAY



PERSIANS WORE FITTED TUNICS LIKE THIS



HAREMS KNEW SWATHED HIPS LIKE THESE



BLACK SEQUIN SIREN





SPORTS COAT IS BLOCKED IN BOLD COLORS



SHEATH COAT HAS REMOVABLE PLAID CAPE

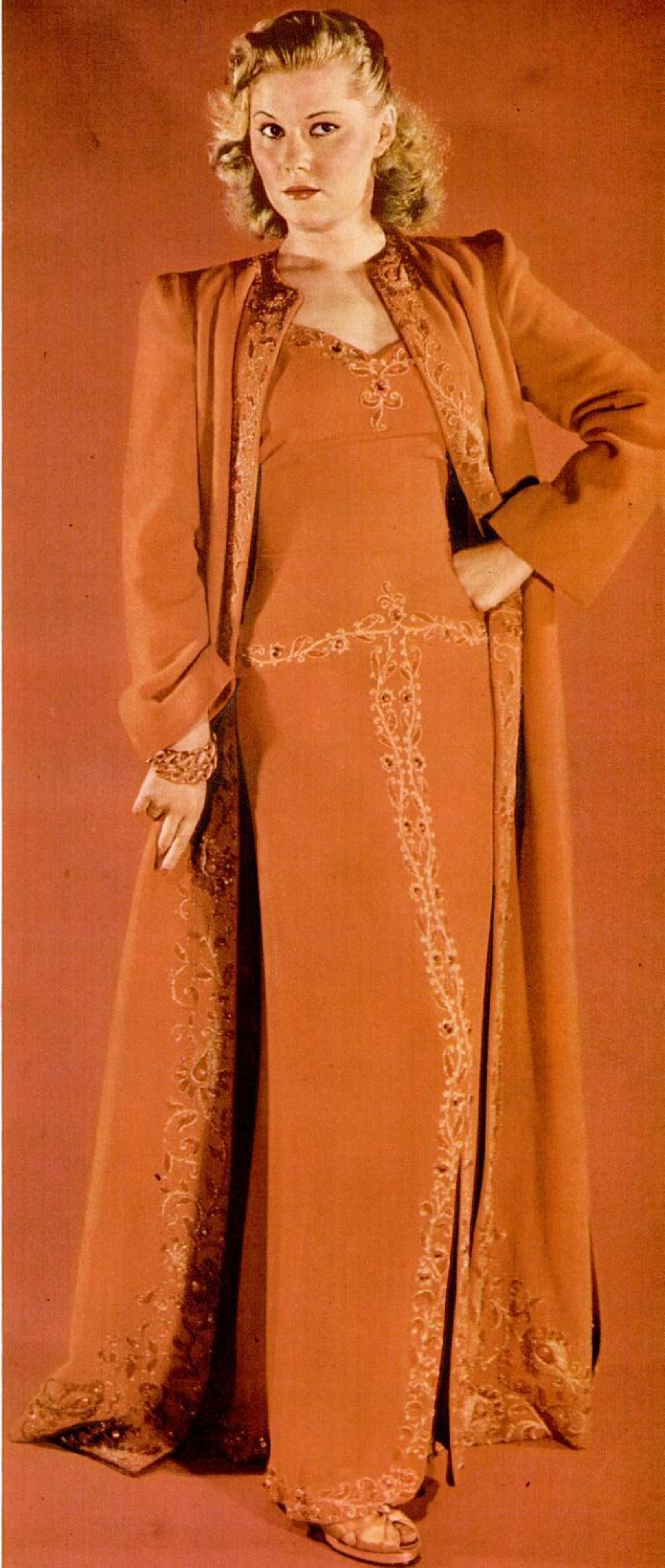


LOUIS XIV WORE BROCADES LIKE THIS



ARAB MEN DRAPE THEIR SKIRTS LIKE THIS

SCARLET DAZZLER





# "We're living well within our budget— AND A LOT OF THANKS GOES TO NUCOA!"

says Mrs. Harry Booth, inventor's wife

"I got a new slant on family meal planning when I looked into the food value of NUCOA. It's so pure and digestible . . . so delicious and nourishing. And NUCOA is fortified with *Vitamin A*"



"This wholesome 'THRIFT SPREAD FOR BREAD' fits right into the hearty appetite needs of growing children—without sending our food bills sky high!"



Mrs. Booth Katherine Thomas Nancy Jean Mr. Booth

"IN A FAMILY OF SIX, a large part of income goes for food—so I look around for *wise economies*," Mrs. Booth says. "We've used NUCOA for about eight years and we're as proud of it on our Thanksgiving table as we are every day."

"FOR COOKING, TOO, NUCOA is wonderful—a delicious seasoning for hot vegetables and sauces, and a rich *flavor* shortening. It makes my cakes, cookies, frostings, pastries and fried foods taste luxurious, without being costly. And NUCOA has delightful texture to work with—so smooth and easy to cream, to measure, and to spread! I like the NUCOA package, too. The sealed triple wrapping thoroughly protects the purity and freshness of NUCOA. It shows that NUCOA is truly a quality product."



"JEAN AND NANCY (13 and 5 years old) have been practically brought up on NUCOA," Mrs. Booth says. "I'm a great believer in nourishing, digestible, *simple* foods. And since we all like NUCOA, we often have 'BREAD 'N NUCOA' with fruits instead of more elaborate desserts."



"ANY MOTHER OF SCHOOL-AGE CHILDREN should be interested, I think, in the fact that NUCOA furnishes VITAMIN A in the same guaranteed amount per pound *the whole year around*—just as much in winter as through the summer months." Yes, Mrs. Booth is right. Every pound of NUCOA always contains over 7,500 VITAMIN A UNITS. And NUCOA supplies as much food-energy as the most expensive spread for bread—3,300 food-energy calories in every pound!



"OUR MENFOLKS (shown here at our country place, working up a breakfast appetite!) say that the best argument for NUCOA is its fine flavor on toast and hot breads. NUCOA is never held in cold storage, you know. It always tastes sweet and fresh. And how different from old-time margarines! For NUCOA is made from pure *vegetable* oils churned with fresh pasteurized skim milk. No wonder it's delicious and nourishing!"



For table use, tint NUCOA golden-yellow with the pure Color-Wafer included in each package. For cooking, use it just as it comes—a pure, natural white.

MRS. BOOTH ECONOMIZES IN A WAY THAT FOOD EXPERTS APPROVE. NOURISHING NUCOA HELPS BALANCE THE BUDGET AND THE DIET, TOO!

says RACHEL I. BRUNO, Graduate Dietitian—Pratt Institute



THE WHOLESOME "THRIFT SPREAD" WITH VITAMIN A



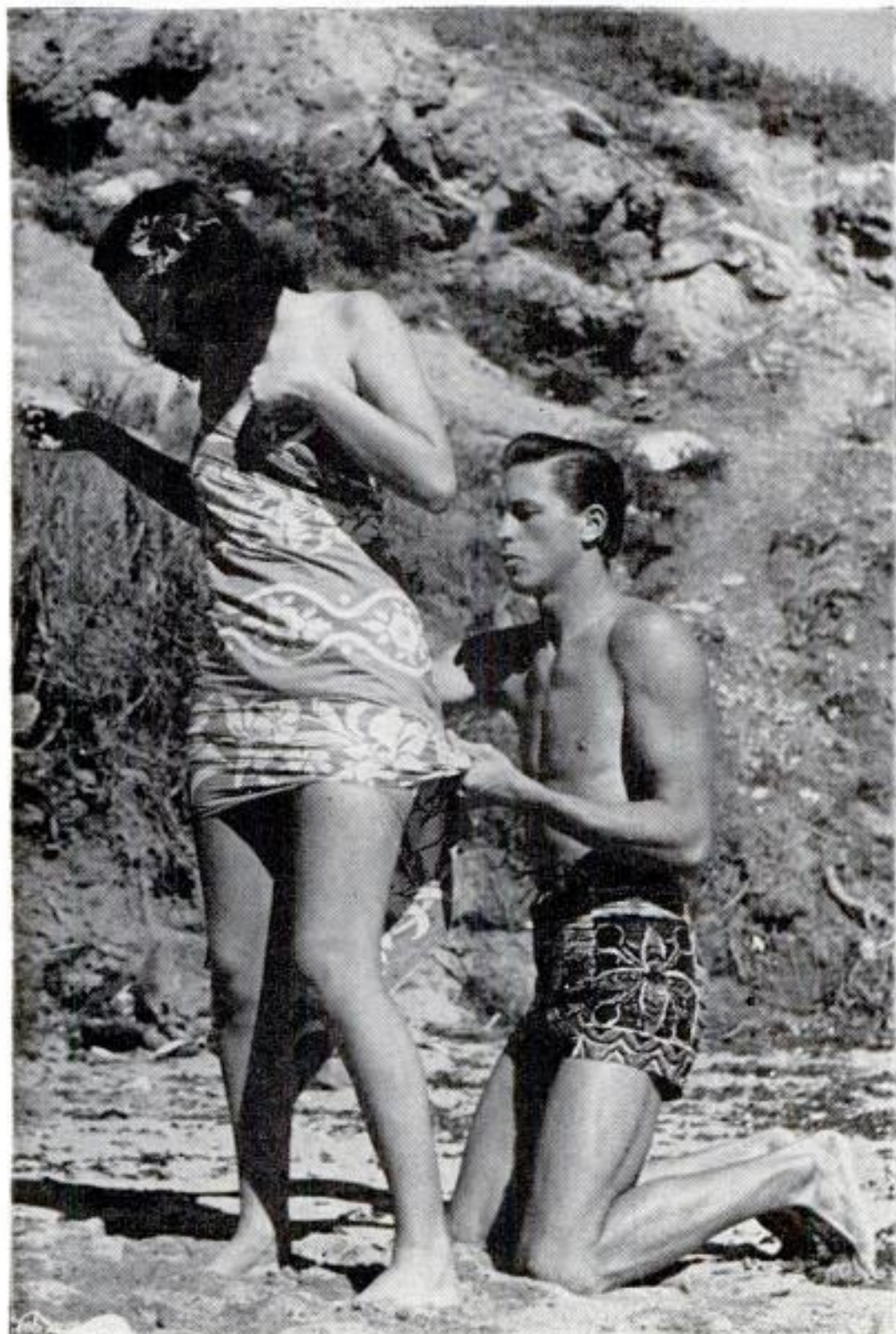


## CALIFORNIANS SHOW HOW TO WIND A HAWAIIAN SARONG

Given 3 yd. of material and the right kind of twist, any agile girl can make herself a "sarong" bathing suit. Here demonstrating how it is done are Ruth Stevens and Reginald Parton. While Ruth holds one end, Reginald winds the material down over the thighs and hips, then around the waist. The trick in sarong-winding is to give it enough tension without making it too tight for comfort. After winding, the

top end is rolled under the armpits and tucked in and the bottom end is tucked snugly at the waist.

Not to be confused with the sarong is the pareo, a Polynesian garment used by both men and women which resembles a pair of shorts. The pareo is given a diaper-like twist between the legs while the sarong is not. Both sarong and pareo when properly wrapped will stay in place despite surf and high water.



CONTINUED ON NEXT PAGE

**DOUBLE YOUR  
PIPE PLEASURE  
WITH THIS REAL BLEND!**

1 OR 2 OF  
US CAN'T  
GIVE A  
PIPE BLEND  
"BALANCE"

No so-called  
pipe "mixture"  
of only 1 or 2  
tobaccos tastes  
remotely like  
**REVELATION!**



BUT THE  
**FIVE OF US IN  
REVELATION**  
GIVE PERFECT  
"BALANCE"  
AND "FLAVOR"



YOUR OWN EYES show you this big REVELATION superiority—five magnificent tobaccos!—More kinds of fine tobaccos than six other leading brands (proved by analysis). Enjoy this richer, milder smoking — free from bite! The blend-breakdown below shows why it's so superior to straight or near-straight "mixtures":

**BURLEY**  
clean, cool,  
even-burning!

+ **CAROLINA**  
sunny mildness  
and sparkle!

+ **VIRGINIA**  
flavory,  
natural body!

+ **PERIQUE**  
champagne  
of tobaccos!

+ **LATAKIA**  
for spicily  
rich aroma!



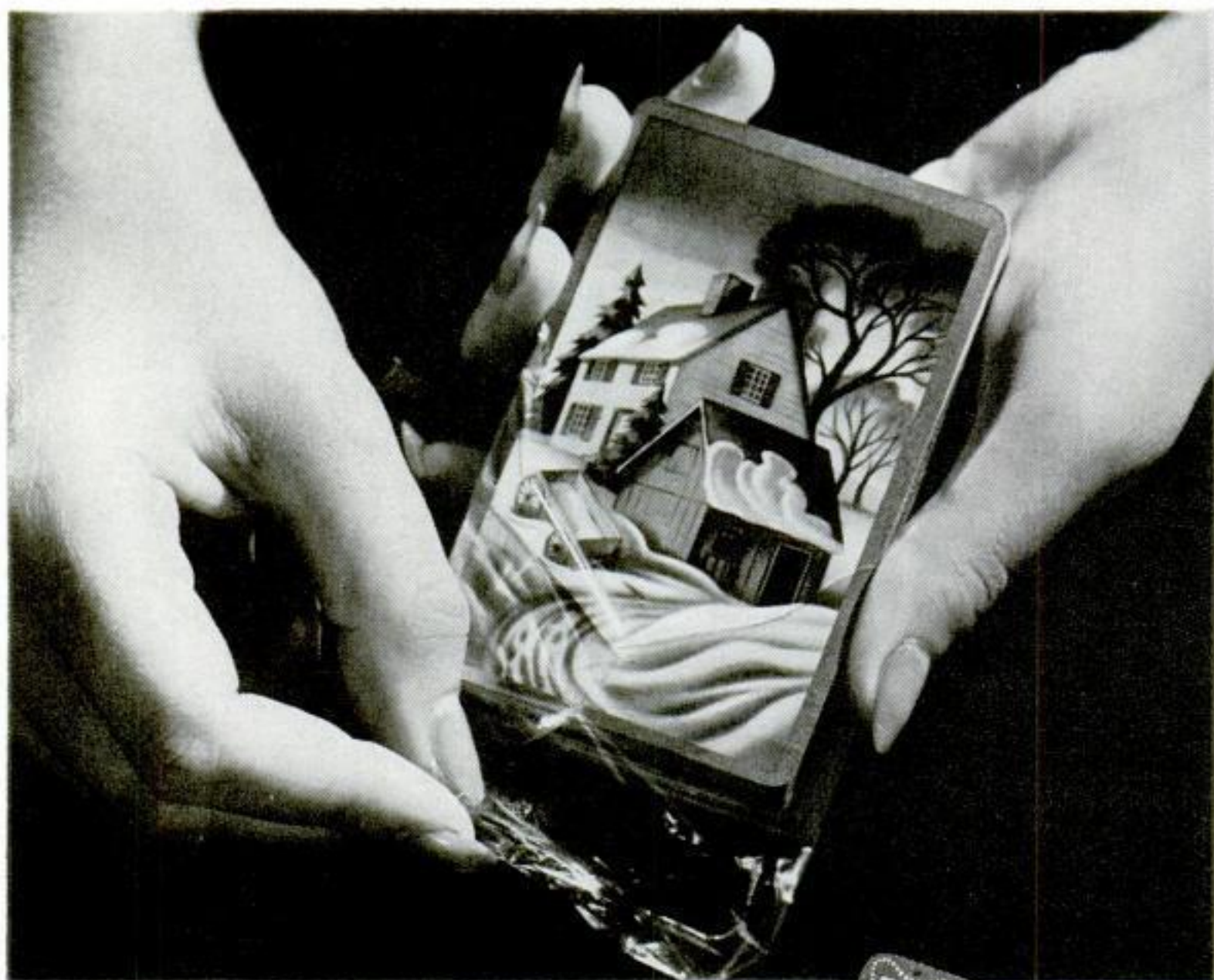
Today — TRY  
**REVELATION**  
PIPE MIXTURE **15¢** POCKET TIN  
The Peak of PIPE SMOKING Pleasure

A Product of PHILIP MORRIS





# Do Your Cards Speak Well of You?



## Bridge-Party Etiquette Calls for NEW Cards

JUST let your guests break the seal and open any of these charming new Congress Cards. You'll be showered with praise for treating your friends to such exquisite playing cards!

To really appreciate the delicate coloring and stunning beauty of these new designs, you must stop at the store and actually see them. The snowy farm scene will be a delightful contrast for a fireside game. Your heart will go out to the charming little Queen—there's a like card of a King. Together, they're a perfect "double-deck." But perhaps the most striking of the three is the modern-art treatment of a typically American Haying Scene.

Remember, if you want to compliment your guests—choose Congress. With their famous Cel-u-tone Finish, Congress Cards facilitate good shuffling because they're full of snap! Moreover, Congress Cards will resist perspiration, smudges and, therefore, last longer.



**Largest Selling Book of Card Fun**—"Official Rules of Card Games—Hoyle Up-to-Date." A big 253-page book—rules for 125 different card games only 10¢. Write to The U. S. Playing Card Co., Dept. L-18, Cincinnati, Ohio.



## Congress Playing Cards

CEL-U-TONE FINISH

THE UNITED STATES PLAYING CARD COMPANY, CINCINNATI, OHIO



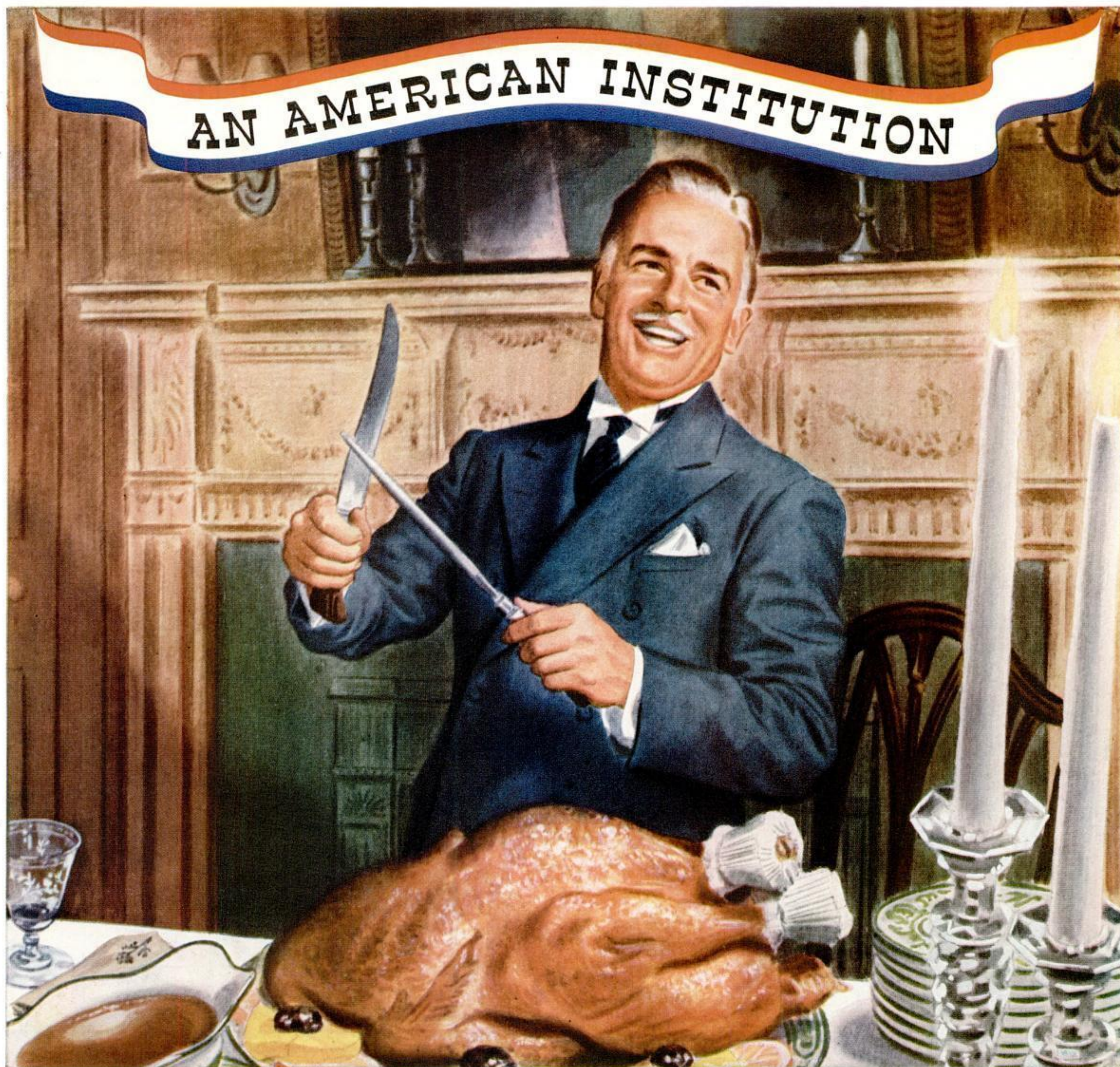
**Lava-lava outfit** is what this four-piece combination playsuit is called. It consists of bra, modified pareo, blouse and skirt. Outfit is made by West Coast Manchester.



**Tiger-fish playsuit** made by Addie Masters imitates the rich browns and yellows of tropical fish. Necklace is made of large white shells and tiny yellow-dyed pikakis.

CONTINUED ON PAGE 69





For these, Thanksgiving!...For peace and plenty...For a smiling land of free, liberty-loving people...For those many fine, national traditions of which the Thanksgiving feast is itself so typical...For countless pleasures, great and small, like the many million toasts of friendship which more than three generations of Americans have pledged with Green River Whiskey. Oldetyme Distillers Corporation, New York, N. Y.

**GREEN RIVER** AMERICA'S SMOOTHEST *Whiskies*



AVAILABLE IN STRAIGHT WHISKEY, BOTTLED IN BOND, 100 PROOF (BOURBON OR RYE)...IN BLENDED WHISKEY 86.8 PROOF, 75% AMERICAN GRAIN NEUTRAL SPIRITS, OR IN KENTUCKY STRAIGHT BOURBON WHISKEY, 4 YEARS OLD . . . Copyright 1940, Oldetyme Distillers Corporation, New York, N. Y.



TURBULENT ADVENTURE...SET AGAINST THE RICH,  
ROMANTIC TAPESTRY OF EARLY ARIZONA!

The story of lovely Phoebe Titus, titan of a woman, and her love for dashing Peter Muncie, Sergeant, U. S. A.! Mighty spectacle! Tempestuous stampedes! War! Lawless raids! Intrepid men and women! At last, in all its wild, brave magnificence, the motion picture drama of Arizona's birth!

*Created by a great picture maker...at incalculable cost...with a superb cast of thousands...in especially re-created Old Tucson!*

*Wesley Ruggles'*  
**ARIZONA**

*starring*  
**JEAN ARTHUR**  
*with*  
**WILLIAM HOLDEN**

WARREN WILLIAM · PORTER HALL

and a cast of thousands

Based on the Saturday Evening Post serial and novel by Clarence Budington Kelland  
Screen play by Claude Binyon · Directed by WESLEY RUGGLES

*A Columbia Picture*

WATCH FOR THIS HIT  
PRODUCTION . . . AT  
YOUR LOCAL THEATRE





**Hawaiian flowers** boldly applied in white on blue seersucker are a feature of this playsuit from Louella Ballerino. Most Hawaiian fashions have bright colors.



**Hula-hula skirt** of real grass is part of this three-piece bathing suit made by Mabs of Hollywood. The skirt may be worn in the water. Seashells decorate the bra top.

MOVIE OPPORTUNITY  
NO. 418



## Today's Pleasures Tomorrow's Treasures



*That Is Why a Filmo Movie Camera  
Is the Perfect Family Gift*

When you give your family a Filmo, you give countless hours of pleasure that everyone will enjoy *now* . . . and you provide for the preservation of those priceless scenes in motion pictures that will be treasured in the years *to come*. Could there be a more perfect or a more unselfish gift?

Don't hesitate because you think movie making is difficult or expensive. It is neither. Take the palm-size Filmo 8 for example—smallest, lightest, and *finest* movie camera of its kind. Average scenes cost no more than snapshots—and are just as easy to make. Press the button—*what you see, you get*, indoors or out, black-and-white or full color. Loading is simple—the film almost drops into place. And its fine, fast lens is quickly interchangeable with six of the world's finest special-purpose lenses.

Precision-built by the makers of Hollywood's professional motion pic-

ture equipment, with provision for adding every worth-while accessory as your skill grows, Filmo 8 is a basic camera that meets present *and* future needs. See it at your camera dealer's. He knows Filmos!

Bell & Howell Company, Chicago; New York; Hollywood; Washington, D. C.; London. *Established 1907.*

### Only a Filmo 8 offers all these features...

- A lifetime guarantee!
- "Drop-in" threading . . . no sprockets.
- Built-in mechanism for slow-motion and animated-cartoon movies.
- Automatic sealed-in lubrication . . . no oiling.
- Adaptability to grow with your skill.

Makes Movies at Snapshot Cost **\$49.50**



For those who prefer 16 mm. film—the new Filmo Magazine Loaders. The AUTO LOAD, from \$115. The AUTO MASTER, with three-lens turret, from \$195.

BELL & HOWELL COMPANY  
1841 Larchmont Ave., Chicago, Ill.  
Send ( ) 16-page free booklet telling all about Filmo 8 mm. Movie Cameras and Projectors;  
( ) detailed information about the new Filmo Auto Load 16 mm. Motion Picture Cameras.

Name.....  
Address.....  
City..... State..... L11-40

PRECISION-MADE BY

*Bell & Howell*





WHITE-FRONTED GOOSE RESTS AT A KANSAS REFUGE WHICH PROVIDES FOOD AND SHELTER FOR MIGRATORY WATERFOWL FLYING DOWN FROM FAR NORTHERN BREEDING GROUND

# DUCKS & GEESE

AS MEN TREAT THEM KINDLY  
THEY THRIVE AND INCREASE

At no time in their long history have the waterfowl of America received so much solicitous attention as they have been receiving for the past few years. The two birds on this page, for instance, are enjoying life on Preston Osborne's farm near Lakin, Kan., in the heart of the drought region. Mr. Osborne has made his farm a sort of refuge where waterfowl can stop over and feed while traveling down the age-old prairie flyway which drought has made an inhospitable route. The hunters on the opposite page are shooting at Lake Mattamuskeet in North Carolina, which was one of the most important goose and duck

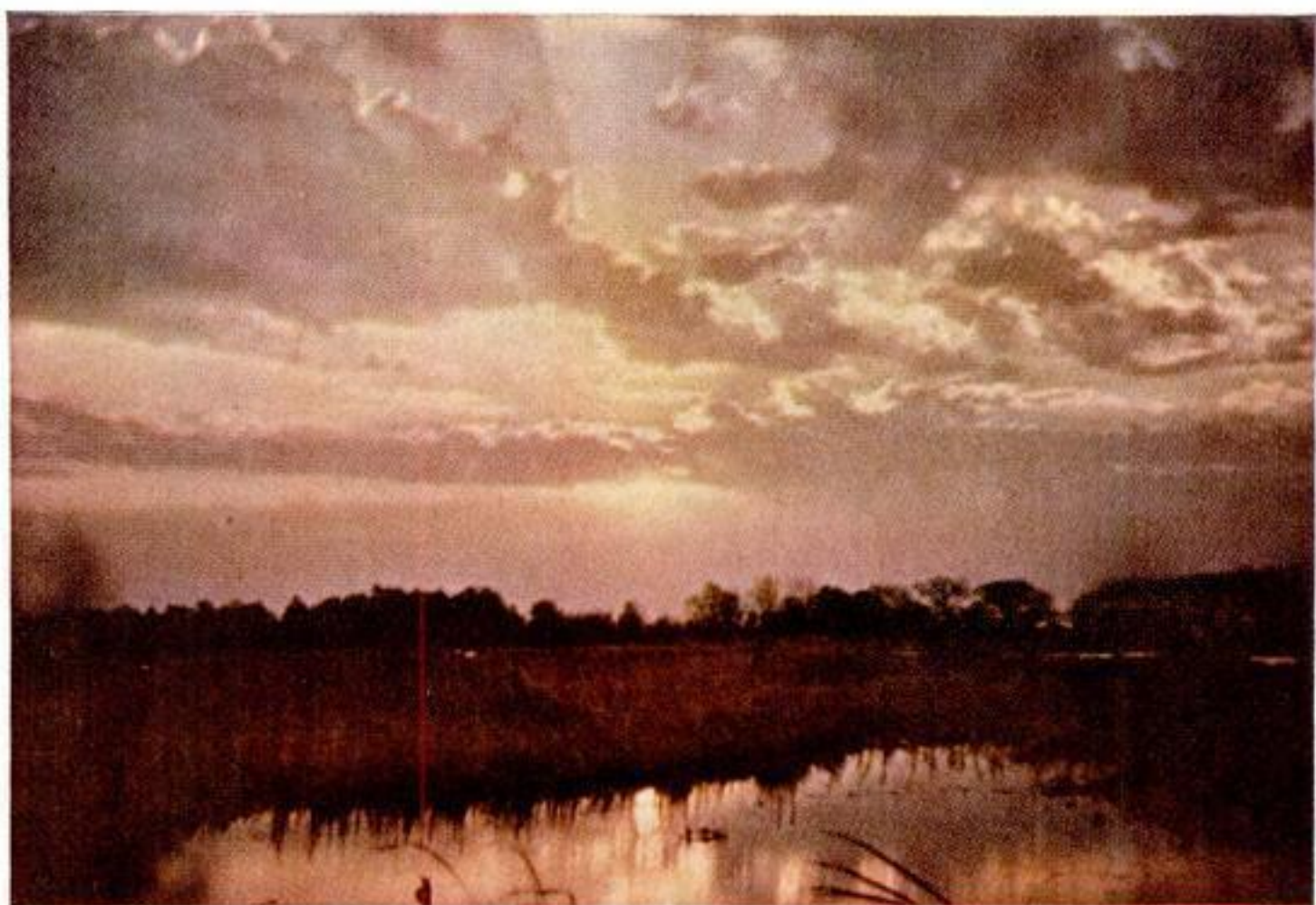
wintering places in the country until it was drained for farming. Today reclaimed for the birds, Mattamuskeet is swarming with wild life. The little baby ducks on page 72 are being protected on the W. K. Kellogg (corn flakes) Sanctuary near Augusta, where ducks and geese are shielded from hunters.

With these instances of kind treatment multiplied over the country, ducks and geese have responded nobly. Their population has jumped from 1935's 27,000,000 to a present level of 65,000,000 birds. Hunters this fall will have their best shooting in years with the season lengthened from 45 to 60 days.

THE MALLARD AND THE PINTAIL, BOTH PRIZED BY HUNTERS, HAVE COME BACK BEST OF ALL DUCKS. THIS MALLARD IS DISCARDING DIGNITY TO DIVE FOR A MEAL







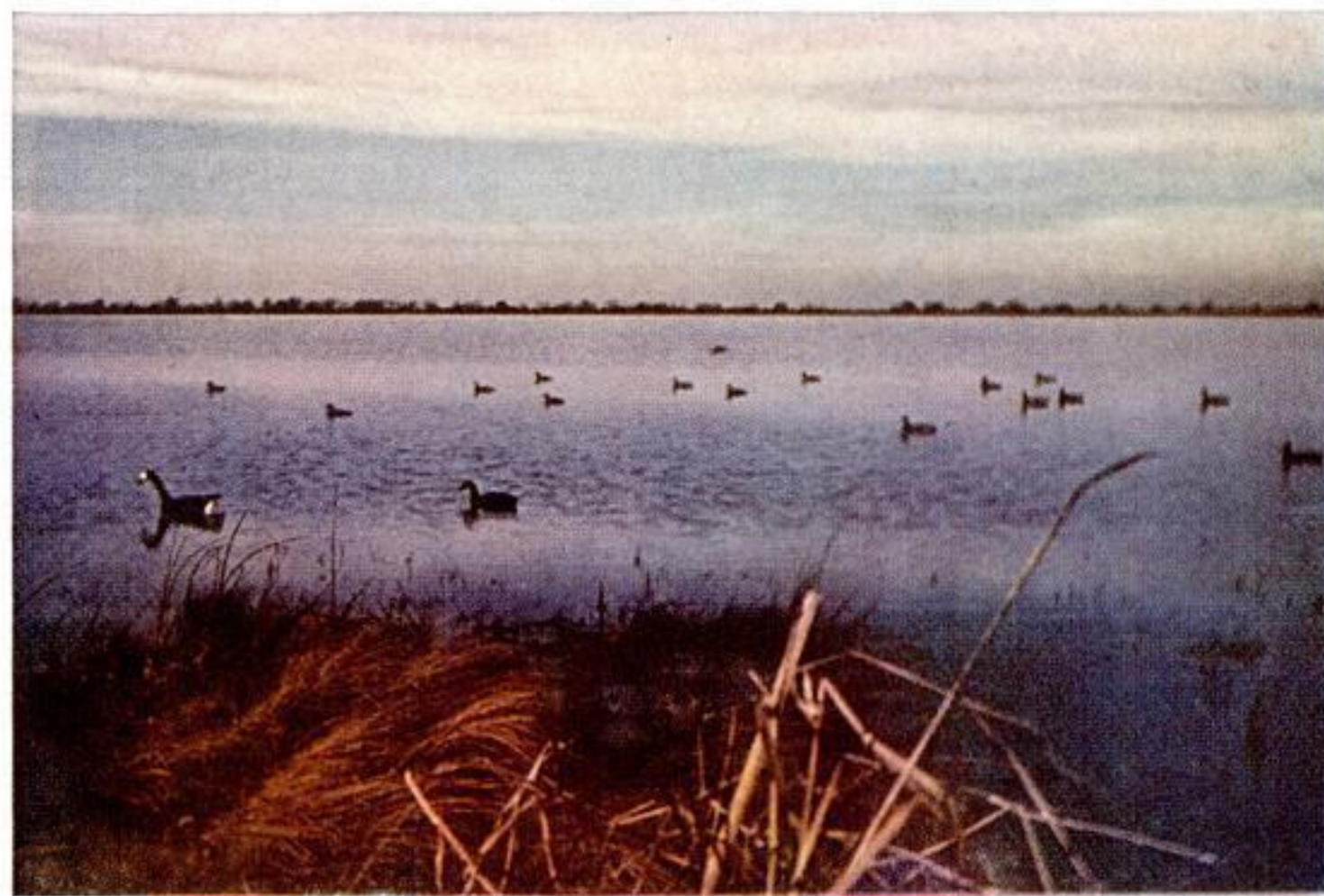
**The pink and purple sunrise** comes over Lake Mattamuskeet on a quiet morning. Right now it looks as if it might be a "bluebird day," too calm for good duck shooting. Ducks move about most on windy days so the wilder the morning the better the huntsman likes it.



**The guide sets the decoys**, pulling them through the shallow water instead of setting them out by boat. Lake Mattamuskeet refuge is an old lake bed that was drained for farming, proved agriculturally unprofitable and was returned to its old use as a home for wild fowl.



**The blind** looks out over the reed-broken waters. Inside are the two hunters, their caps and jackets scarcely showing. This blind is constructed of cattail and rushes, carefully arranged to deceive the ducks. Any variation from nature will frighten the wary birds away.



**Decoys** are set out pointing into the current because resting ducks always point into current. These are both ducks and geese, mixed to seem natural. Notice that wind has come up, ruffling the water and promising good shooting. Below: feeding ducks start at some disturbance.







The "bag" is set proudly down on the rush-covered floor of the blind. Here are two hunters' bags of seven ducks each, the result of a good day's shooting. Those lying at left are green-

winged teal, small birds but extremely fast fliers and very good eating. The bag at right is composed of gray pintails, shy birds, and the brown widgeons, which mix with pintails.



**Baby coots** are cute but, like adult coots, are clumsy and simple—hence the saying "crazy as a coot." Not ducks, they are bagged because they frequent with ducks, get shot by error.



**Baby canvasbacks** are the yellowest of ducklings. Independent little birds, they start diving for their food when still babies, leave their home pond when still comparatively young.



**Young redheads** look like young canvasbacks but have shorter beaks. These ducklings are too young for shooting but become fair game in the fall when they are about six months old.



**Young mallards** move in formation through the water with watchful mother paddling along behind and a coot in the background somehow or other managing to get into the picture.



# WISE BIRDS GET THIS POINT FROM THE SETTER



11 1/2" x 8" full color reproduction of this painting, without advertising, sent for 10¢. Write Box BL, address below.

**Q.** Why is this dog called a "setter"?

**A.** Because he's been developed, over the years, to *crouch* when pointing the direction of game.

**Q.** Why is Fleischmann's called a pedigreed gin?

**A.** Because since 1870, Fleischmann's set policy has been to develop a gin to mix smoothly in drinks. Every kernel of grain used in its distilling is *selected* for the purpose.

**Q.** Is that why the first thought for the last word in enjoyable drinks is . . . Fleischmann's?

**A.** It is! Make it a "point" to get this first American gin today!



## Fleischmann's Gin

A PEDIGREED GIN FOR PRIZE-WINNING DRINKS

DISTILLED FROM AMERICAN GRAIN. 90 PROOF . . . COPYRIGHT 1940, THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.



# RAY-O-VAC *Announces*



*the*  
**1<sup>st</sup>**  
*Leak-Proof*  
**FLASHLIGHT BATTERY**

**WON'T PLUG**

**WON'T STICK**

**WON'T DAMAGE**

**10¢**

**COSTS NO MORE  
THAN ORDINARY  
CELLS**

## ***GUARANTEED NEVER TO DAMAGE YOUR FLASHLIGHT..***

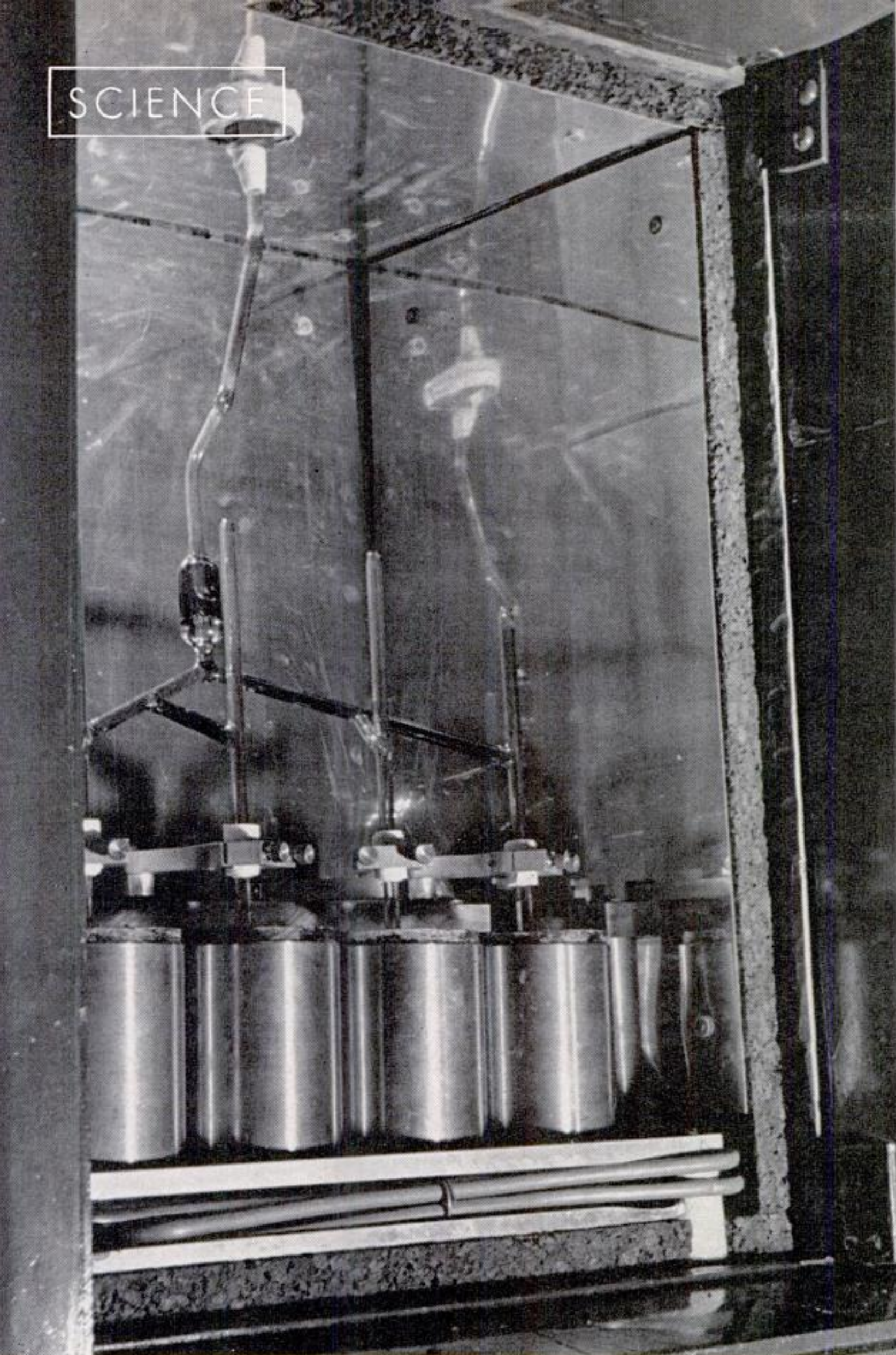
First of its kind, the greatest battery improvement of the decade! RAY-O-VAC'S completely armored, doubly insulated **LEAK PROOF** flashlight cells . . . guaranteed never to ruin a flashlight by swelling or corroding. Though they deliver more hours of full powered service than ever before, **LEAK PROOFS** cost you nothing extra. Get your flashlights ready now for winter use by renewing them with fresh **LEAK PROOFS**. Look for this guarantee — it's your flashlight protection. You will find genuine RAY-O-VAC **LEAK PROOF** batteries featured at better stores everywhere.

### **GUARANTEE**

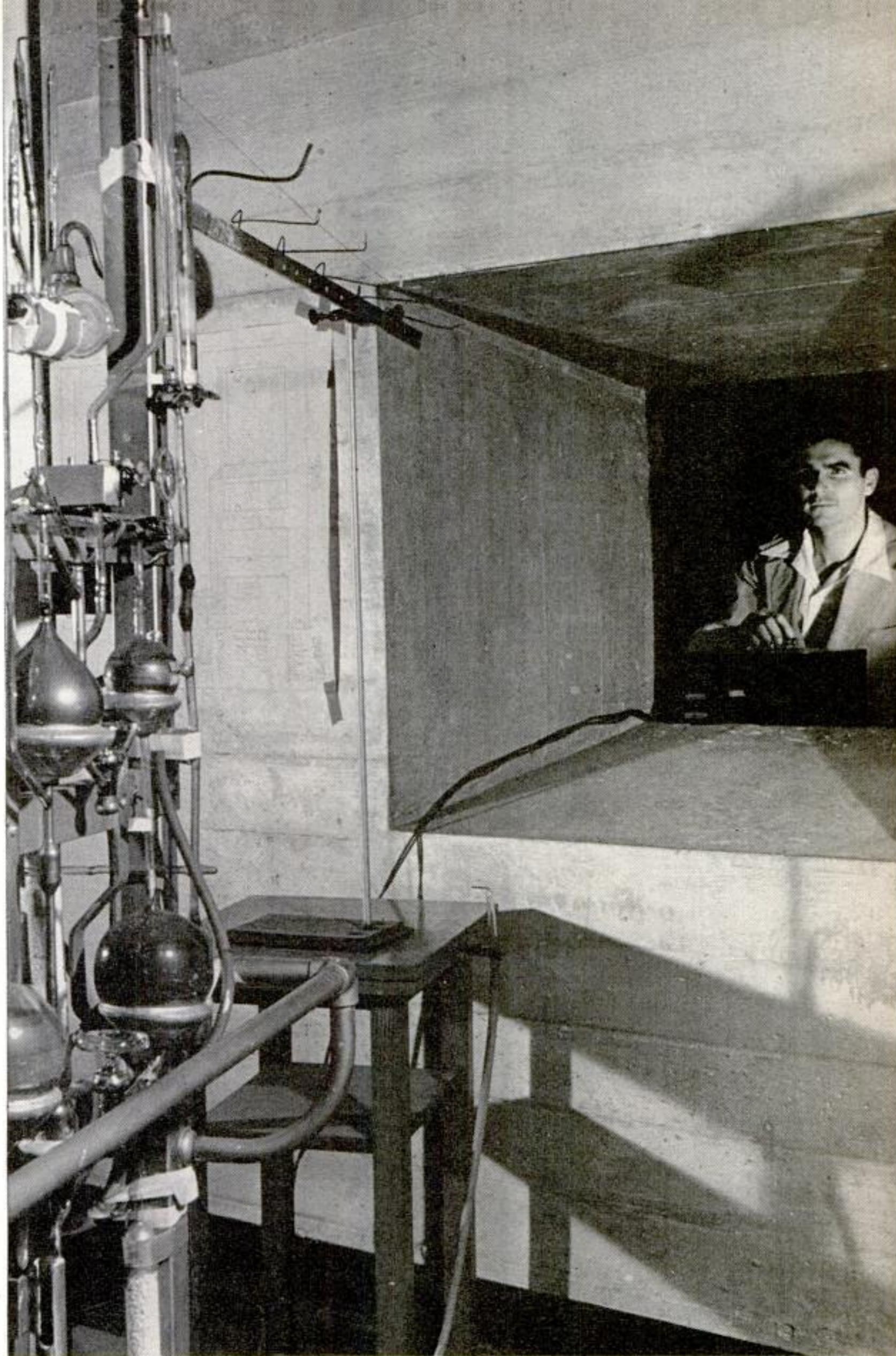
This cell is unconditionally guaranteed not to **STICK** in, **PLUG** or **DAMAGE** your flashlight. Should it do this at any time RAY-O-VAC will replace the flashlight without charge with a new one of equal or greater value.

**RAY-O-VAC COMPANY**  
MADISON, WISCONSIN





RADIUM SOLUTION IS KEPT IN FOUR LEAD CYLINDERS IN MEMORIAL HOSPITAL VAULT



RADON GAS FROM RADIUM SOLUTION IS PURIFIED BEHIND 2-FT. CONCRETE WALLS

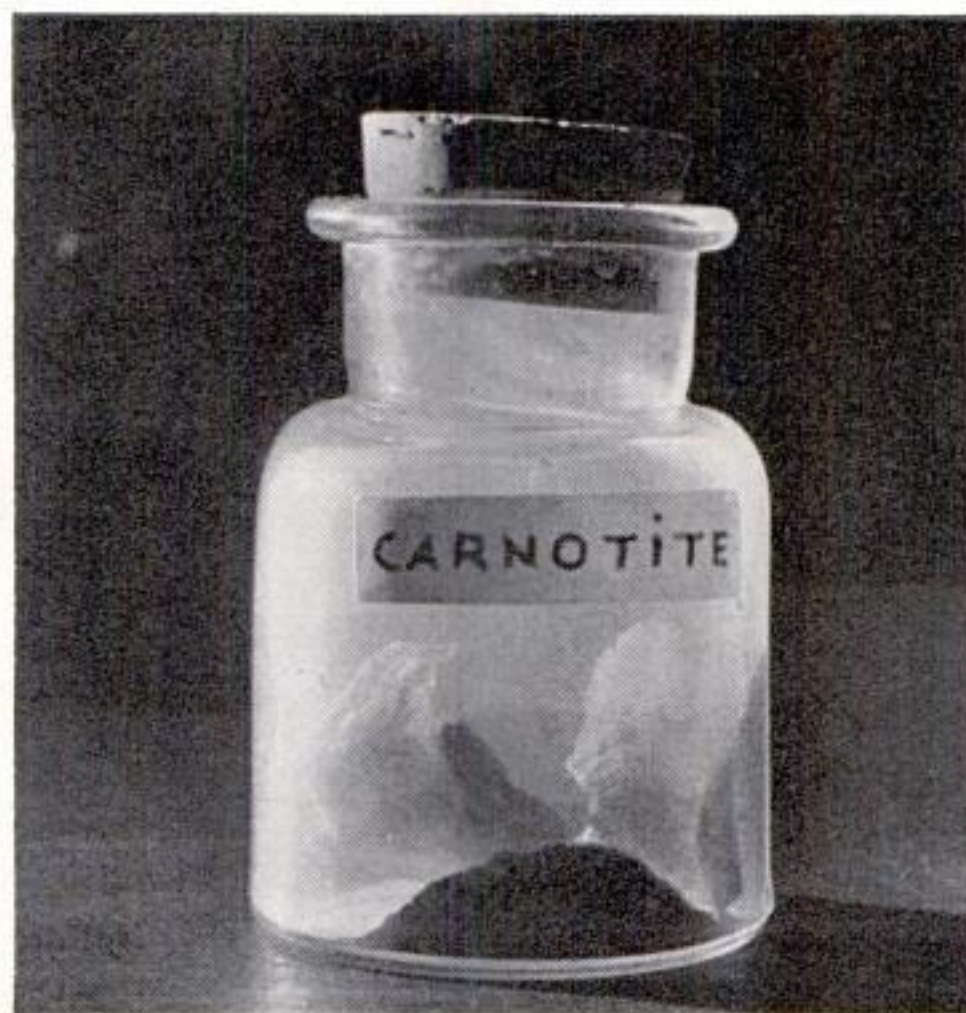
## FIVE PRECIOUS GRAMS OF RADIUM ARE HANDLED IN MEMORIAL HOSPITAL VAULT

Of the 750 grams of precious radium available in the world, 100 are in use in U. S. hospitals. One of the biggest single stocks is that of nine grams, worth about \$270,000, at Memorial Hospital in New York City. Here has been developed a model system for making each speck of radium do the work of many.

Five grams of the hospital's radium are kept permanently in its vault behind 2-ft.-thick concrete walls in a lead-lined safe, to protect personnel from the dangerous radiations attendant on the atomic

disintegration that eventually transmutes radium into lead. A by-product of the disintegration is radon gas, which emits the gamma rays that are valuable in the treatment of cancer and its allied diseases.

Radon at Memorial Hospital is generated by radium in solution with mild acids. By mercury pumps it is forced into tiny glass bulbs for external application, into 4-mm. gold "seeds" for implantation in the patient's body. Through these applicators the radium does its work while remaining safe in the vault.



Radium ore, carnotite, contains uranium and vanadium in combination with radium, which is never found free in nature.



Radon seeds are pinched off capillary tube into which radon gas has been pumped. The seeds have 2 cu.-mm. capacity.



Radon measurer accurately registers radioactive intensity of radon seeds. Seed loses half its strength every four days.



# Western Electric

announces the

# Ortho-tronic

a new

## vacuum tube

## HEARING AID



**T**HIS new electronic Audiphone is a result of the same exhaustive research by **Bell Telephone Laboratories** which produced the Ortho-technic carbon set, leader in its field. Its high fidelity over a broad range of tones opens up a new realm of hearing enjoyment.

### STABILIZED FEEDBACK... AN ORTHO-TRONIC EXCLUSIVE!

Stabilized Feedback, a fundamental development of Bell Telephone Laboratories, has brought new fidelity and clarity of sound to radio broadcasting and the whole art of telephony. Now Western Electric brings the advantages of this revolutionary circuit to the hard-of-hearing.

Stabilized Feedback makes possible high amplification without distortion over a broader range of tones than has heretofore been possible... and it maintains this performance throughout the useful battery life.

### AND CONSIDER THESE FEATURES...

**TONE DISCRIMINATOR:** Increases speech intelligibility by suppressing low-pitched background noises.

**OVERLOAD LIMITATION:** Prevents unpleasant blasts in your ears.

**SMOOTH REGULATION:** Controls loudness to meet your particular needs.

**BONE AND AIR CONDUCTION RECEIVERS.**

**NEW CRYSTAL MICROPHONE:** Achieves greater clarity and naturalness... stabilized against humidity and temperature changes.

**NEW BEAUTY,** new flexibility in wearing arrangements.

### AUDIOMETRIC TEST

After an audiometric test your dealer will recommend the model best suited to your needs. This test may be secured without obligation at Graybar Dealer Offices anywhere in the United States.

### SEND FOR FREE FOLDER

It tells you about the Ortho-tronic Vacuum Tube Audiphone and the Ortho-technic Carbon Set... worthy companions contributing to your greater hearing happiness.

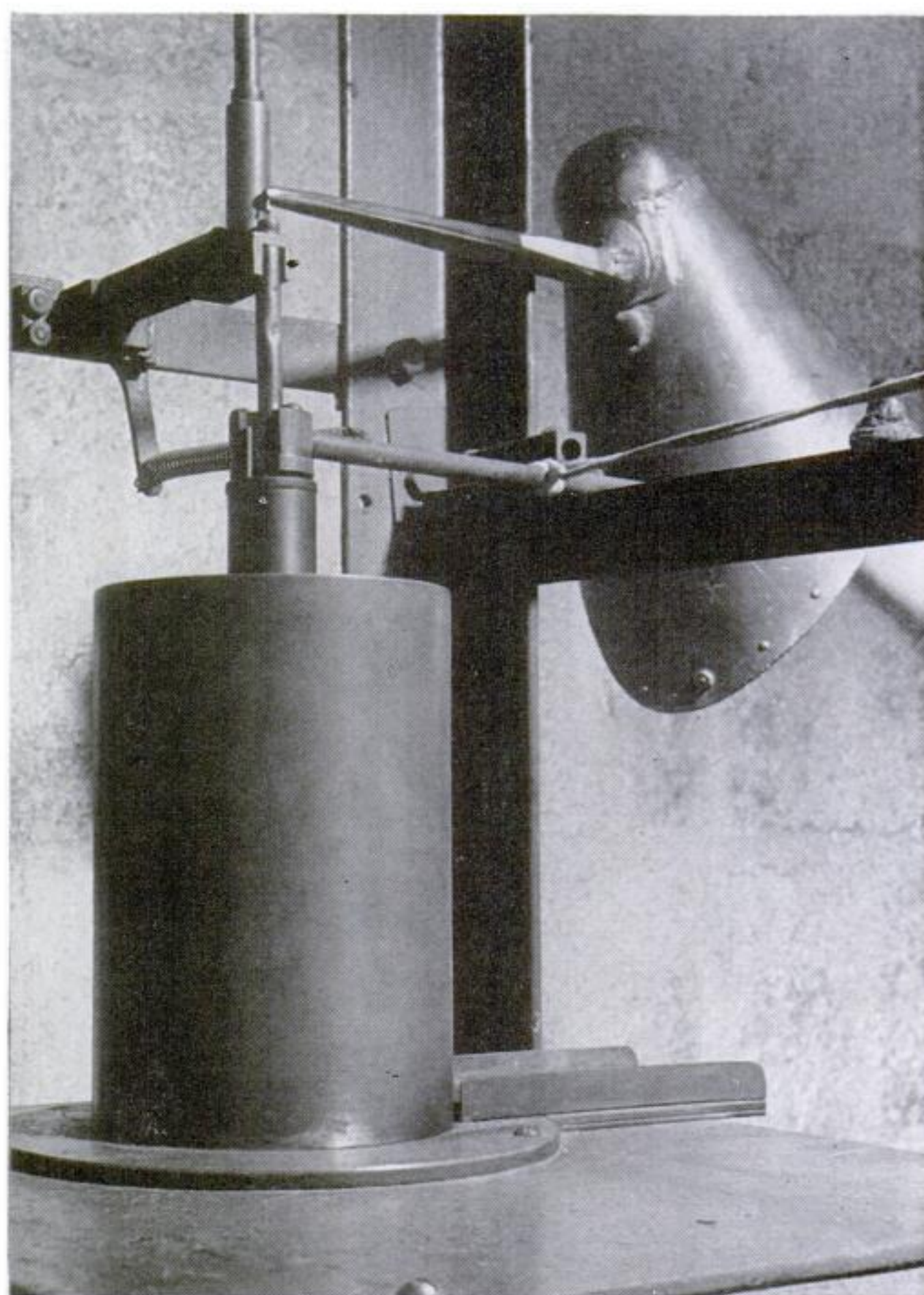
Western Electric Audiphones are distributed in the U. S. A. by Graybar Electric Co.—in Canada by Northern Electric Co., Ltd., Montreal—in all other countries by Electrical Research Products Inc., 20 Vandam St., N. Y. C.

GRAYBAR ELECTRIC CO., Graybar Building, New York, N. Y. L1-59  
Please send folder on Western Electric Audiphones and name of nearest dealer.

NAME.....

ADDRESS.....CITY & STATE.....

## Radium (continued)



Ionization chamber indicates strength of radon seeds on calibrated dial (see previous page). Operator, here handling radium, is protected by lead shield on forceps.



Protective devices for handling and carrying radium depend on lead to absorb radiations that cause deep burns and may induce the very diseases they are used to cure.

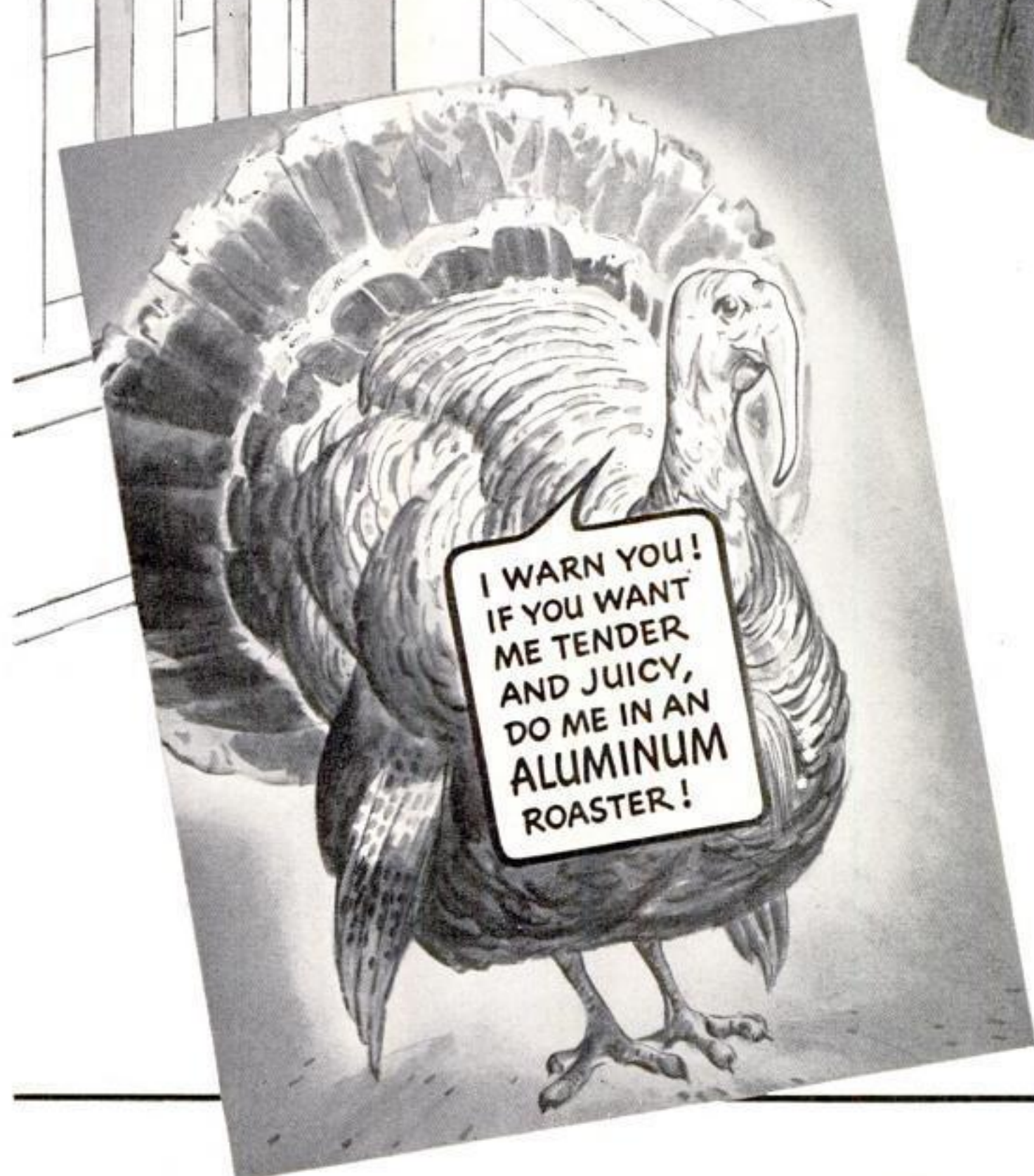
CONTINUED ON PAGE 78





There! I'm tired of lending  
my big Aluminum Roaster to  
someone every Thanksgiving!

*gicha*



It's time to talk turkey, and how to roast it.

Having even heat throughout the roaster is most important. That's where Aluminum roasters excel. They distribute heat evenly and the bird roasts properly at the top, bottom and sides. Stays juicier, more tender, and is beautifully browned.

And don't forget the rest of your Thanksgiving dinner . . . the cranberry sauce, stuffing, vegetables and pie. They'll taste better, too, done in Aluminum, the friendly-to-food utensils that retain natural food flavor and healthful vitamins.

Seven out of eight women cook in Aluminum utensils. Their favorite make is Wear-Ever, the standard of quality for 40 years. If you wish to know where to buy Wear-Ever, write The Aluminum Cooking Utensil Company, 1512 Wear-Ever Building, New Kensington, Pennsylvania.

Your thousand meals a year deserve up-to-date Aluminum Cooking Utensils

LOOK FOR THE WEAR-EVER TRADEMARK WHEN YOU BUY

*Aluminum at its Best:*



“Wear-Ever”



# For Distinguished Service

## HONOURS OF The King's Royal Rifle Corps

From the capture of Louisburg in our own French and Indian War to its success at Sambet in 1918, the Standard of the King's Royal Rifle Corps has, in one-hundred and sixty years, been decorated with Fifty-six Battle Honours for Distinguished Service.

## HONOURS OF Dewar's "White Label"

Award, Lucerne, Switzerland, 1923 . . . one of more than 60 medals honouring Dewar's White Label for Excellence in Scotch Whisky.



Whether you're advancing on a bar . . . or barracked quietly at home . . . the order of the day, and night, is DEWAR'S *White Label*, medal Scotch of the world. For this veteran campaigner wears more than 60 citations for distinguished service. When next your tactics call for Scotch, command the highball of the highlands . . . DEWAR'S *White Label* and soda. Gentlemen! At ease!

COMMAND DEWAR'S, AND BE . . . "AT EASE"



*White Label*  
8 years old

*Victoria Vat*  
12 years old

also known as  
No Plus Ultra

FULL-COLOR REPRINTS  
SUITABLE FOR FRAMING  
Six 9 x 12 full color prints of  
officers, Edition No. 3, without  
advertising, sent upon receipt  
of 25¢, Schenley Import Corp.,  
New York City, Dept. Y.

# Dewar's "White Label"

The Medal SCOTCH of the World

BLENDED SCOTCH WHISKY

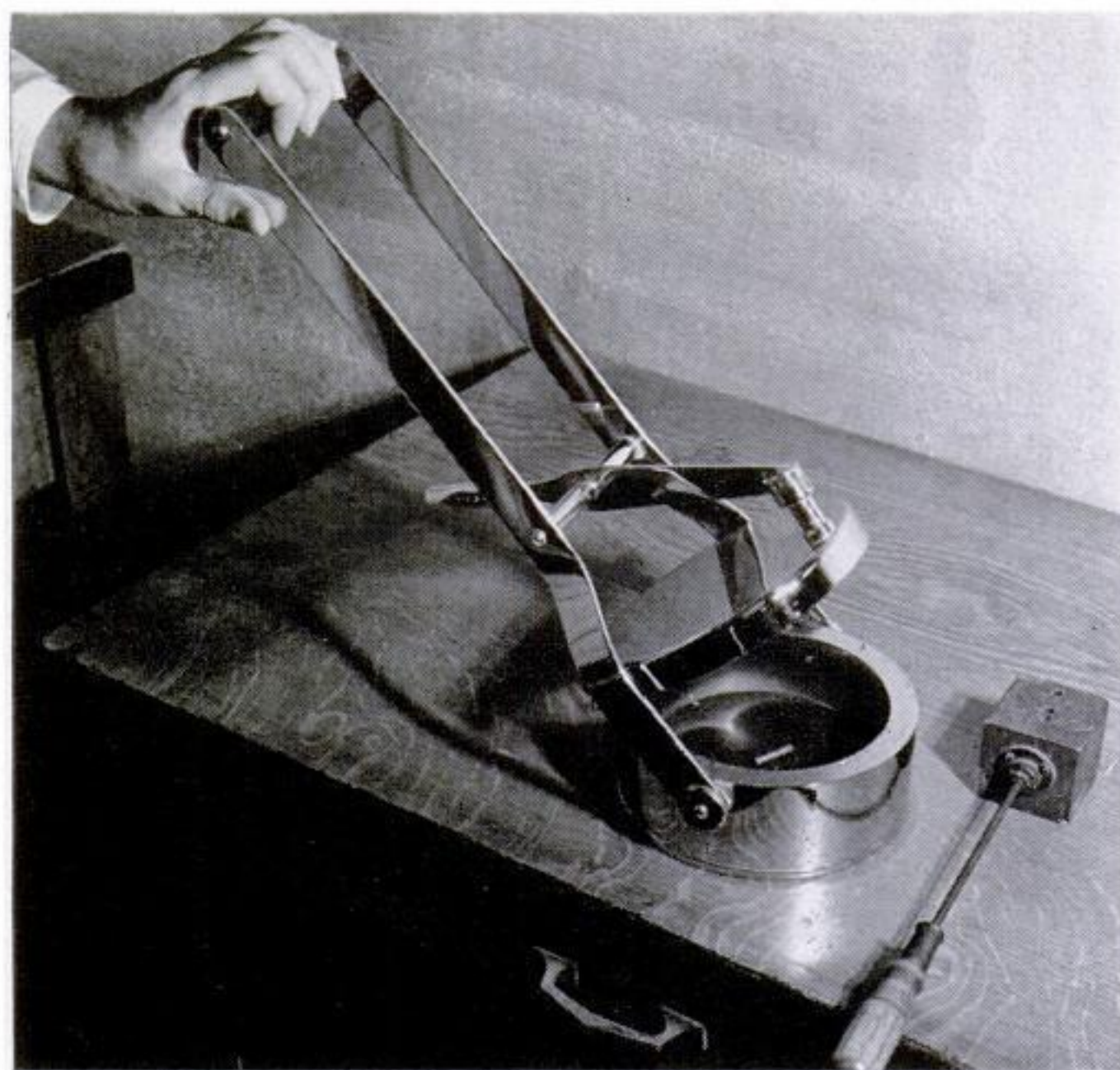


Both 86.8 Proof • Blended Scotch Whisky  
Copyright 1940, Schenley Import Corporation, New York.

Radium (continued)



**Radon seeds** are shown about actual size. Gold capsules filter out all but deep-penetrating gamma rays needed for cancer treatment. Glass bulb of radon used for treatment of skin lesions permits weak-penetrating beta rays to come through with gamma rays.



**Radon carrier** is this thick lead cylinder that absorbs rays from seeds and prevents irradiation during transportation through hospitals. Wheeled carrier (below) holds thicker cylinder which traps stronger and more complex radiations from large amounts.







## *Compare Pall Mall with your old cigarette*

### ... FOR GENEROSITY

Place a Pall Mall beside your old cigarette. The difference in value is startling. Pall Mall is over 20 per cent longer.

And this longer cigarette brings you not only more tobacco, but the finest tobacco money can buy.

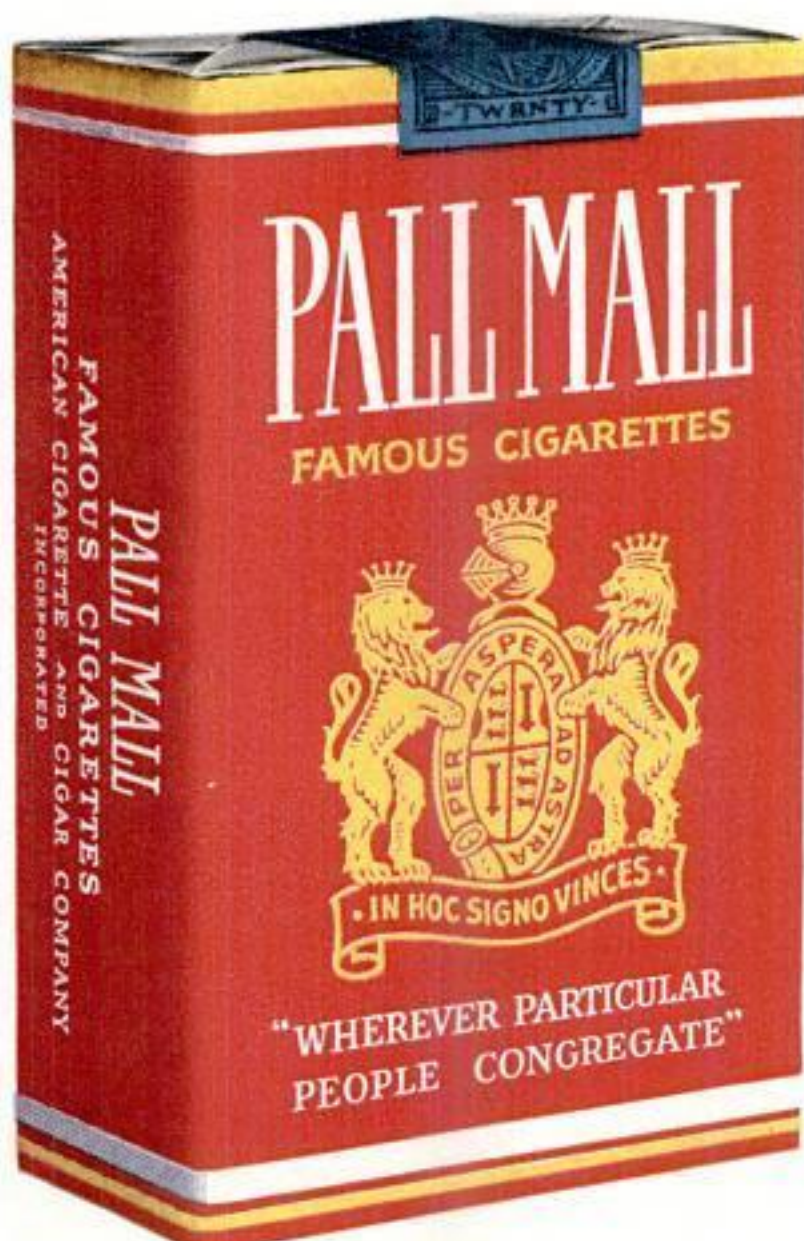
Moreover, you receive a definite service, too, for the additional length travels the smoke further, giving you a noticeably cooler cigarette.

### ... FOR SMOOTHNESS

The rich smoothness of Pall Mall is the result of re-discovering the almost lost art of BULKING — an old-fashioned, slow, deliberate method for mellowing fine tobaccos.

In BULKING, an unhurried miracle of nature transpires; harsh qualities grow mild, delicate aromas merge, permeating every shred of the superb Pall Mall tobaccos. The result is a mellower, really smoother smoke.

Yourself, try Pall Mall critically!



You'll see this better cigarette

**"WHEREVER PARTICULAR PEOPLE CONGREGATE"**





## Turning a moment into a memory

*"I HAVE MANY HAPPY MEMORIES," a bride was telling us recently:*

*"Aunt Mary tenderly pinning up my veil. The way my husband looked when he said 'I do.' My mother's face as she waved goodbye, smiling to hide her tears.*

*"And the glow that came over me when we first came into our new home and saw the flowers that dear friends had sent. Flowers to welcome us from our honeymoon to home and wish us a world of happiness in our new life."*

Many a moment lives in the heart forever—because someone filled it with love and tenderness. Many a moment becomes a happy memory because someone kindled it with a nice thought! And how often you can do that very thing with a gift of flowers!

***When your heart says "remember"  
—nothing takes the place of flowers!***

To a woman especially, there's nothing so expressive of affection or friendship—nothing so deeply stirring and pleasing as flowers.

So no matter what the occasion may be—to wel-

come home the newlyweds, to congratulate a loved one who's just become engaged, to cheer up a shut-in—send flowers.

***For Thanksgiving, too, try this lovely idea!***

For doesn't your heart remember many things at Thanksgiving time? Doesn't it give a little prayer of thanks for loved ones near and far, for faithful friends, for little acts of kindness? Wouldn't you like to find just the right expression for your feelings? *Flowers on Thanksgiving say so much.*

And it's so easy, so inexpensive to send flowers anywhere—in town or hundreds of miles away. You can telegraph flowers, you know. Just telephone or go to the nearest flower shop displaying the F.T.D. (Florists' Telegraph Delivery Association) emblem. Give the florist your order. He does the rest. He sees that fresh, beautiful flowers are delivered—whether it's just around the corner, clear across the nation, or in Canada.

But whether your flowers are for someone in town or a long way off, be sure to buy from an authorized F.T.D. member shop. For F.T.D. florists are the pick

of the nation's florists. Florists carefully chosen as F.T.D. members because they have proved to the Association that they carry finer flowers—and that they give you top-flight service. *Florists' Telegraph Delivery Association.*

**WIRE FLOWERS THROUGH AUTHORIZED  
F. T. D. MEMBER SHOPS**



**LOOK FOR THIS F. T. D. EMBLEM BEFORE YOU BUY. IT  
IS YOUR GUARANTEE OF COMPLETE SATISFACTION.**



## WITH GUN AND WHIP JEAN ARTHUR PLAYS A COWGIRL FROM THE WEST

But she still looks very dainty in "Arizona"

History has gilded the women of the frontier West—the "Cattle Kates" and the "Wild Cats"—but actually their lives were pretty sordid. Calamity Jane could rope a steer like Buffalo Bill and shoot like Wild Bill Hickok, but when she was drunk she swore like a rustler and shot up saloons. Belle Starr could scout with the best of them and was loyal to her men, but she killed a sheriff and robbed a bank. Pearl Hart was devoted to her mother, but she held up a stagecoach and stole \$400. Poker Alice had a heart of gold, but she specialized in rooking gamblers. Cattle Kate was generous to the cowboys, but she was hanged for rustling cattle. Nobody knows who was the first white woman in Tucson, but legend makes her a tough-talking, root-ta-toot-tooting, six-shooting gal named Phoebe Titus.

Phoebe is now the heroine of Columbia's new Western epic called *Arizona*. In the person of dainty, blonde Jean Arthur (right) who played Calamity Jane in *The Plainsman* four years ago, Phoebe rides like Gene Autry, drops her Indian like Hoot Gibson, says "Stick 'em up" like Tom Mix, gets her badman like Bill Boyd. But in true movie fashion she wears jeans tailored snugly over her hips, high-heeled boots shaped cunningly to her feet and a ten-gallon hat cocked over her bangs. She also sells pies at \$1 each, runs freight by overland wagon, brings in the first herd of dairy cattle from Nebraska and falls in love with a happy-go-lucky soldier. Pitched against cactus landscape and Western mesa, all this adds up to moderate entertainment out of the days past when, as Columbia puts it, "civilization rushed westward faster than the law could keep up with it."



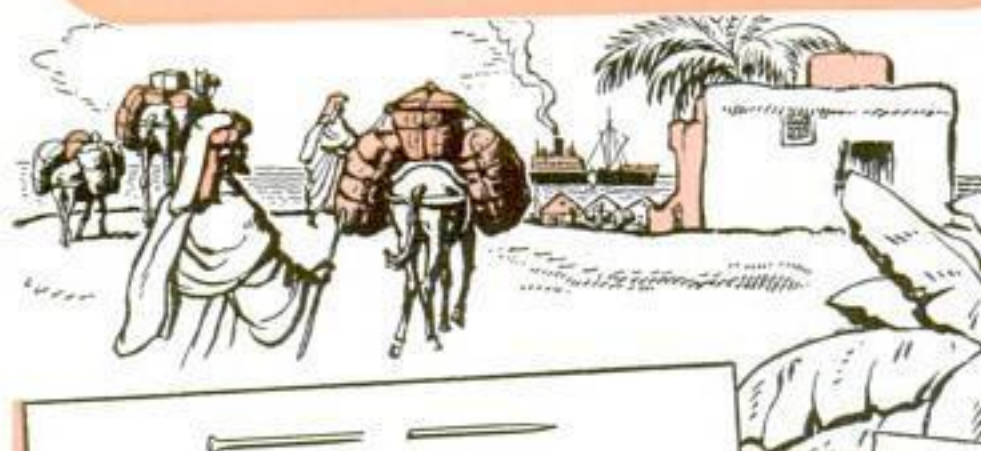
Gun-toting Phoebe makes Tucson gamblers put their hands up when she comes in their dive to recover some stolen money. Then she makes thieves whip each other.





OLD MR. BOSTON SAYS:  
**NO OTHER GIN  
 BRINGS YOU  
 "17 FLAVORS IN ONE"**

—that's why my Gin has such  
 distinctive, delicious flavor!



1. "WHY ARE SO MANY PEOPLE  
 changing to my fine gin?  
 ... changing not only from  
 low-priced gins, but from  
 other expensive gins as well.  
 Why? Because they find in  
 Old Mr. Boston Dry Gin a  
 distinctive, delicious flavor  
 no other gin can equal."



2. "NO OTHER GIN IS MADE the  
 Old Mr. Boston way! For my  
 gin alone has '17 flavors in  
 one'. From across the seas,  
 come mace, coriander, car-  
 damom and 14 other costly  
 flavors—all imported—to  
 give my gin its matchless  
 flavor and bouquet."



3. "JUST TASTE THIS DIFFERENCE!  
 Enjoy the subtle flavor Old  
 Mr. Boston gives your gin  
 drinks... a tempting flavor  
 I'm sure you've never  
 known before. Treat your-  
 self and favored friends to  
 Old Mr. Boston Dry Gin!"



**OLD MR. BOSTON DRY GIN**

**P.S.** More taste enjoyment—Try a tall, refreshing Sloe Gin Fizz made  
 with Old Mr. Boston Sloe Gin—America's largest seller! 70 Proof.

Distilled from 100% Grain Neutral Spirits — 90 Proof (85 Proof in some states) Ben-Burk, Inc., Boston, Mass.

"Arizona" (continued)



Phoebe means business as she stalks through the dusty streets of Old Tucson after a couple of badmen. Her weapons are a coiled ox-driver's whip and a buffalo gun.

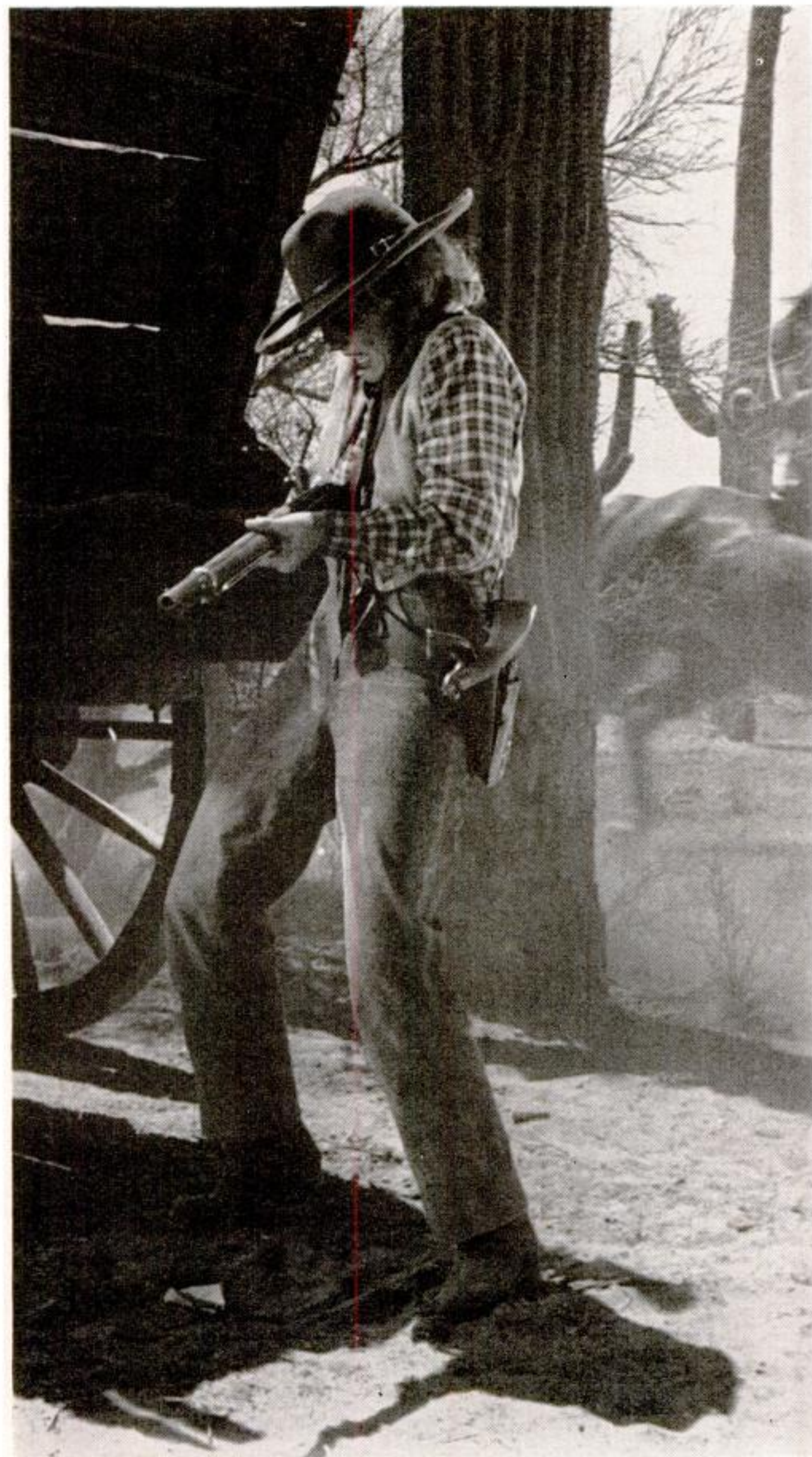


Phoebe routs an enemy out of bed with the muzzle of her gun. Then she makes him confess that he falsely accused her of hauling ammunition for the Confederate Army.





**Phoebe fights Indians** when they attack the wagon trains she is running east. The Indians were bribed by badmen bent on cornering the Arizona freighting business.



**Phoebe reloads** her Sharps buffalo gun in the shelter of a Conestoga freight wagon. The Sharps gun was the nearest thing to a rapid-firing carbine known in the 1860's.

CONTINUED ON NEXT PAGE



**Gaytees**  
REG. U.S. PAT. OFF.

### GO TO THE GAME

When scores chill hearts and November chills feet, fair football fans turn to Gaytees for warmth. An exciting cold day costume from the Gaytees Stormy Weather Shop. There are Gaytees styles to go with all colors and types of clothes for all kinds of weather. Ask your favorite store to show you styles and colors it has in stock. They are not Gaytees unless the name Gaytees is on them.



Furguard



Suede Pull-on



Velveteen Kwik Boot

from the **1940**  
**Stormy Weather Shop**

United States Rubber Company  Rockefeller Center, New York





## SHOULD A WIFE CONFESS?

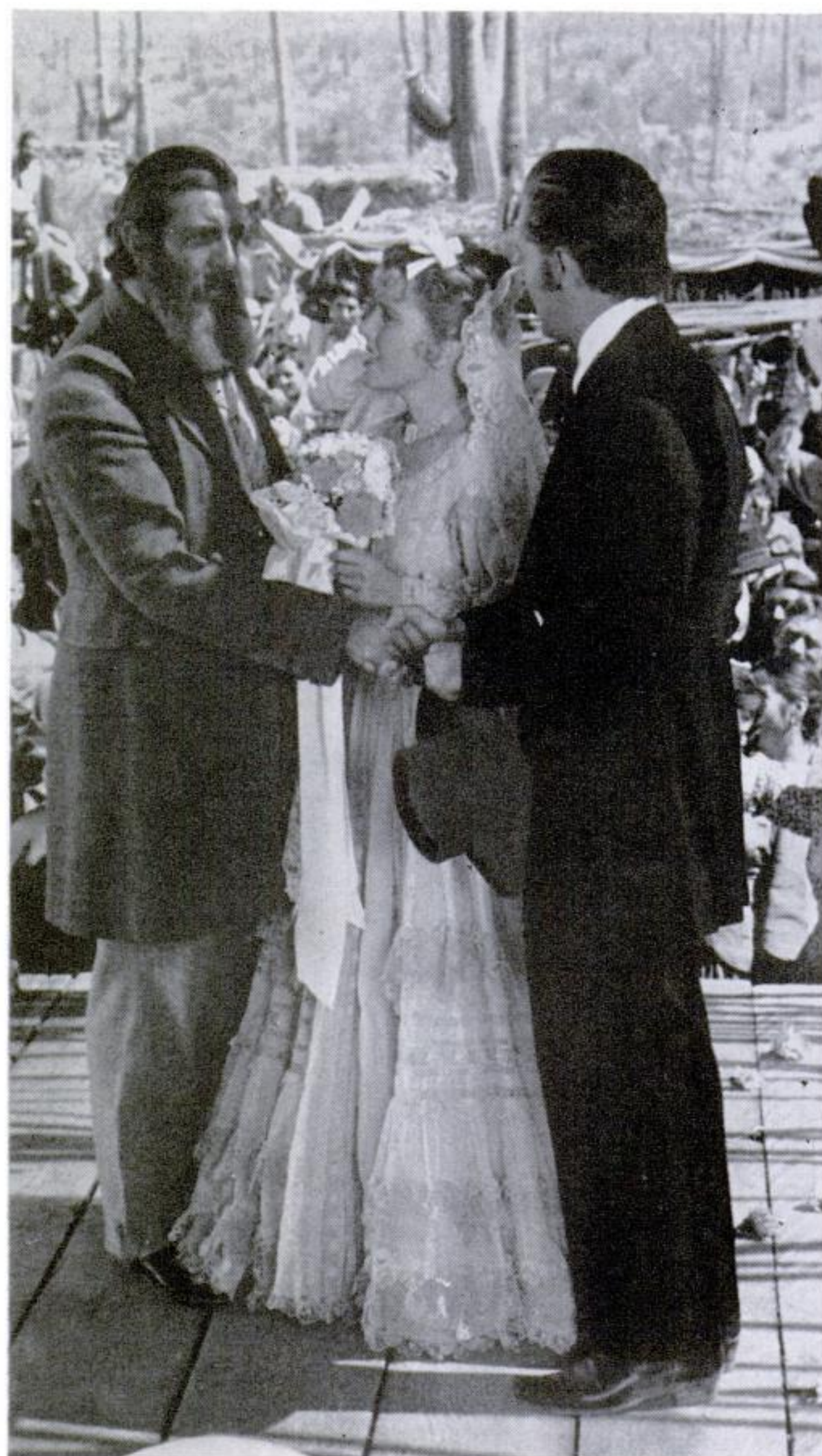
Let your conscience be your guide! Unless you tell him, he'll never know you didn't make these luscious gingerbread desserts yourself from start to finish. For Dromedary Gingerbread Mix gives you fresh, homemade gingerbread—minus work, minus mixing mishaps! Your skill is in the package! Dromedary Gingerbread is dark and spicy—the way menfolks love it.



## "Arizona" (continued)



Phoebe wears a dress to surprise Sergeant Peter Muncie (William Holden) when he comes back from war. She says: "Nobody could be pretty feeling as silly as I do."



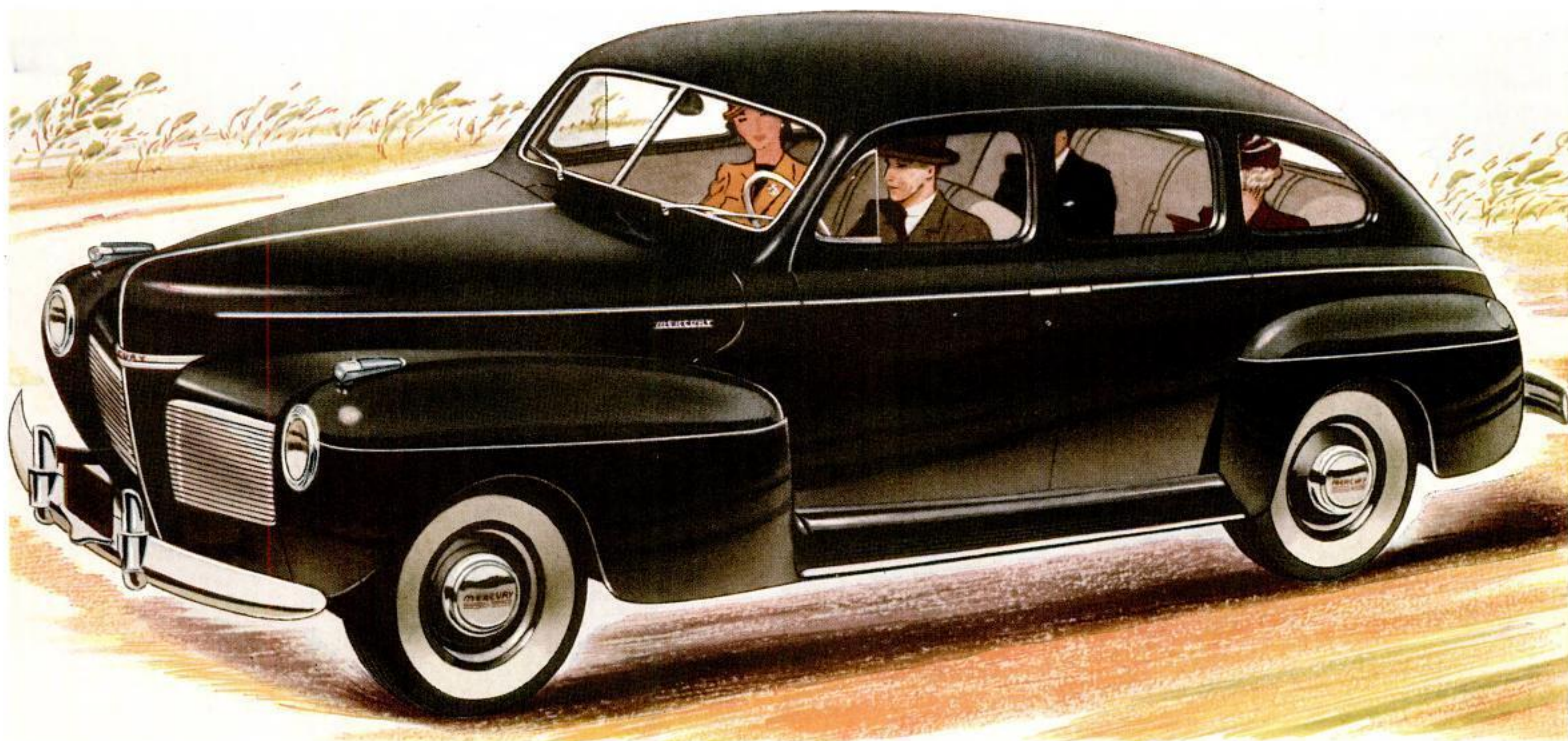
Phoebe gets married in the first white wedding performed in Arizona. Then Peter goes off to shoot the arch badman who has plotted against them throughout movie.



*The car that dared*  *to be different!*

# 1941 MERCURY 8

*Just two years ago, the big Mercury 8 appeared in a field crowded with well-established cars—and started its phenomenal climb to the greatest motor car success in years. Its challenge was a new idea: that a really big car, with all the luxuries of roominess, power, deep comfort and easy handling, could also be an economical car to buy and run. How well the Mercury has succeeded is told by its record-breaking army of over 150,000 owner-friends!*



For 1941, a still bigger Mercury has started its triumphant march to new records.

You may have seen it on the road — turned to admire its sleek beauty. Everywhere it has been shown, the striking appearance of the new Mercury has commanded admiration. But this most modern of modern cars deserves your more careful inspection.

Ride in it and experience an ease of motion that you had never dreamed. Drive it and feel the swiftly smooth response of its great V-8 cylinder engine. Note its greater width and all-round roominess, its appointments, luxurious in every detail.

Give the Mercury a chance to win your enthusiasm as it has earned the appreciation of other critical drivers. If it makes you an owner it will make you a friend. Arrange a drive at any Mercury, Lincoln or Ford dealer's.



## THINGS YOU'LL LIKE ABOUT IT

**NEW EXTERIOR BEAUTY.** A long, low car. Wide body and superb streamlining. New bright colors.

**BIG POWERFUL ENGINE.** Only V-8 in the lower medium price field. Brilliant acceleration and high sustained performance. Amazing economy!

**LUXURIOUS INTERIORS.** Beautifully decorated in harmonizing colors. Wide seats. Deep, resilient cushions padded with soft foam rubber.

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CLOCK TOWER STANDS AT PARTING OF ROADS, BOTH OF WHICH LEAD TO CHURCH. IT WAS BUILT BY CHURCHILL'S RICHEST MAN IN HONOR OF THE LATE QUEEN VICTORIA

MINISTRY OF INFORMATION,  
MALET ST., W.C.1.

DRAFT MESSAGE.

I have enjoyed looking at ~~the~~ *LIFE Magazine's* pictures ~~in this week's issue of "Life"~~ of Churchill in Somerset, ~~the village from which my family came.~~ Such villages exist throughout the length and breadth of Britain and I commend these pictures to the readers of "Life", for they may give a <sup>better</sup> ~~greater~~ idea of what Britain is fighting for and how she is meeting the challenge than words can say.

*Winston S. Churchill*  
*W.S.C.*

Prime Minister Churchill signs a recommendation for LIFE of pictures on following pages. A literary stylist to the end, he revised his typed draft, made a false start on signature.

# CHURCHILL, ENGLAND

## "WHAT WE FIGHT FOR"

*Photographs for LIFE by Cecil Beaton*

The world would like to know the secret of British courage under the German bombs. The clue is actually to be found in any English village. For purposes of investigation LIFE chose such an average village, whose name by chance is the same as that of England's Prime Minister Winston Churchill, who wrote the official note at left. Churchill was not named for the Prime Minister's family but his ancestors on two sides of his family lived there 300 years ago. The Churchill arms are engraved in stone in the church. On the floor of the church are outlined in worn brass the 15th Century silhouets of two even earlier ancestors of the Prime Minister, forebears of the wife of the first great Churchill, the first Duke of Marlborough. Nevertheless, the Prime Minister with scrupulous modesty crosses out, in his note at the left, the line "the village from which my family came."

But these distinctions of the village of Churchill are coincidence. More important is the fact that Churchill is an obscure and uncelebrated plot of English earth. It rests in the southwest of England, 14 miles from the port of Bristol. Before the birth of Christ men raised the gray limestone here into walls. The first written record of "Chirchehill" in Somerset is 700 years old. Men have tended the trees and fields and homes of Churchill with unceasing affection. "*Beneath those rugged elms, that yew-tree's shade, Where heaves the turf in many a mould'ring heap, Each in his narrow cell for ever laid, The rude Forefathers of the hamlet sleep.*"





The village lane leads from the clock tower to the church at the old end of the village, farthest from Bristol. Behind walls

of stone and privet hedge are the old stone houses. The tree at the left is considered the handsomest oak in the village.



The pub serves beer at 6¢ a half pint. Notice the rare china handles on the beer poles in the foreground, bowl of nastur-

## VILLAGE LIFE PIVOTS ROUND THESE SCENES

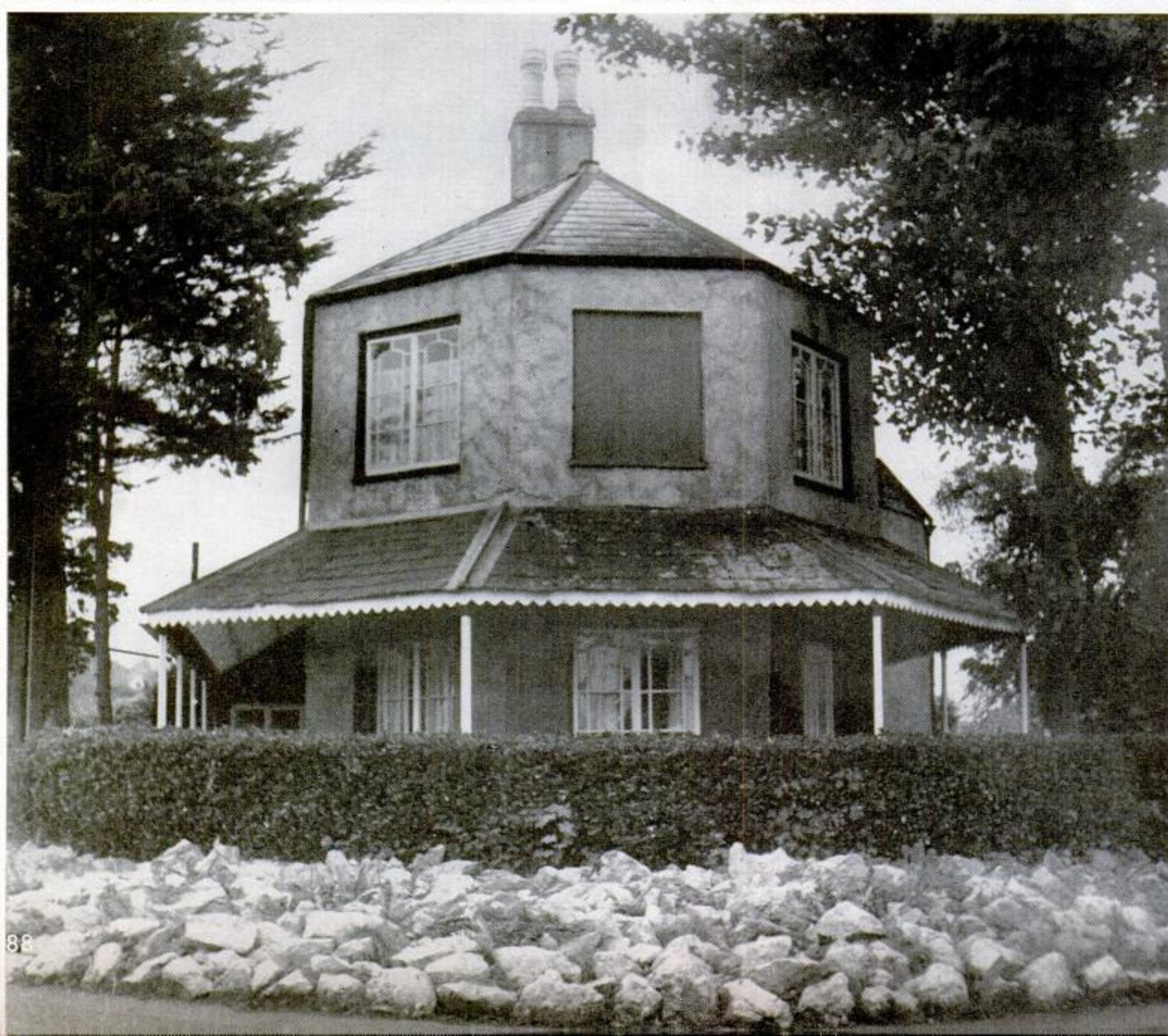
The life of an English village is based on the premise that contentment is better than efficiency. It asserts that a mass-production assembly line is less important to a man than liking his own village and his fellow villagers. Perhaps this war will show that the English are wrong, perhaps not. But here in these pages LIFE shows what the Englishman gets in his village.

Churchill revolves around the pub, the store, the cottage and the mansion, shown here. It also revolves around the church, shown on pages 92-93. It

revolves very slowly and pleasantly, in traditional paths that are by no means unchanging. The damp stone cottages of old are now less attractive to the sons and daughters of Churchill than the dry, light but not very lovely brick cottages (*see below*). People who have lived in Churchill a decade still refer to themselves as newcomers. The "natives" have been here 200 years, at least. The old names are Watson, Newton, Royden, London and Wookey. There are a hundred Wookeys. They all vote Conservative, largely from habit. They talk less about

The old hexagonal tollhouse stands where the main road to Bristol parts from the old village roads. Here passes the im-

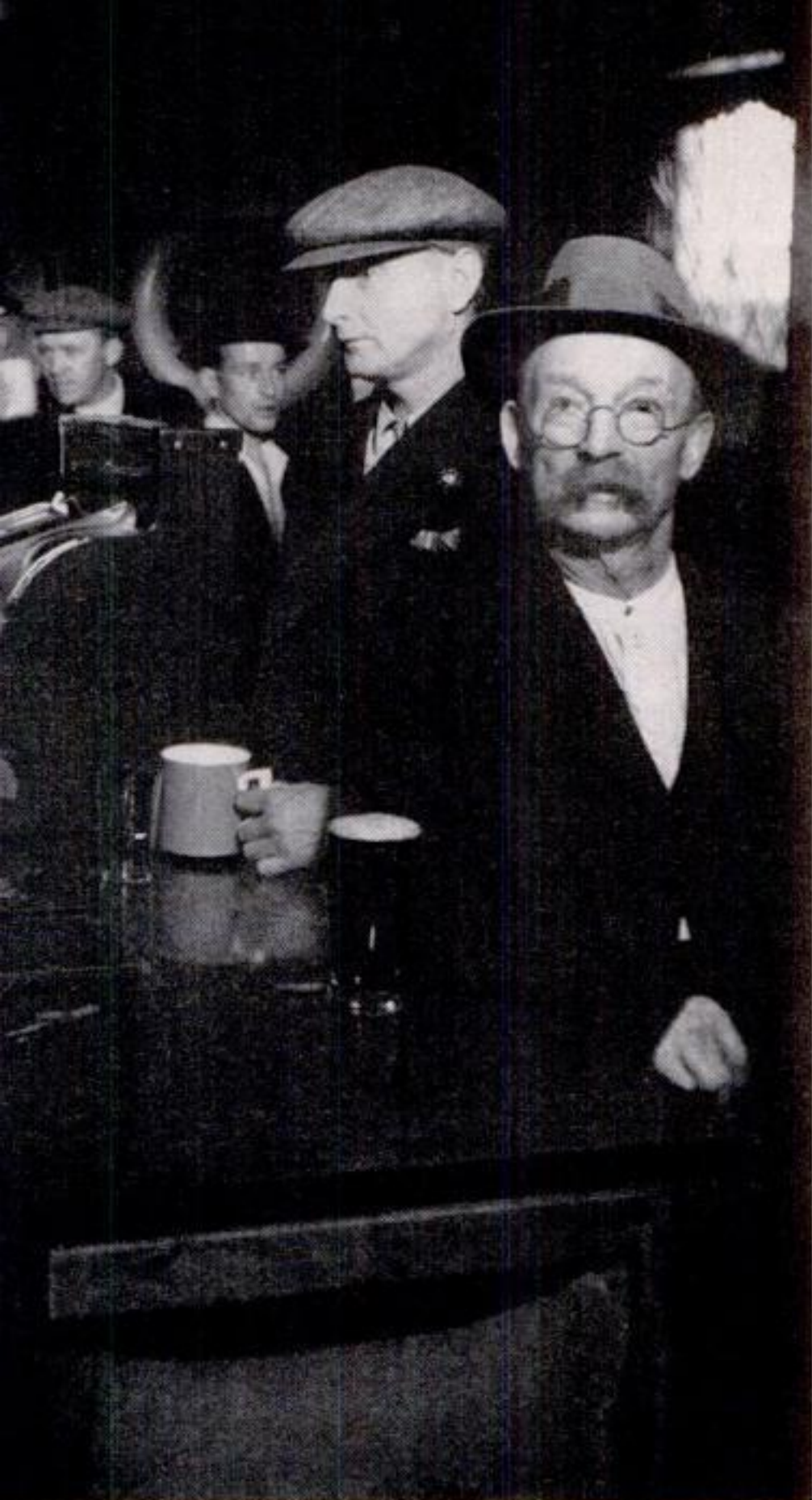
portant auto traffic between Bristol and Bridgewater. Near here is Churchill's garage. Here the smell of gasoline fades out.



The new cottages, nearly 100 of them, look cheap and standardized but the village wives prefer them to the old stone







tiums between, modern cash register, darts board at the far right rear. Far barmaid's husband vanished in the R.A.F.



The village store is the only store except the butcher's. It is also the post office but notice that the name of Churchill

has been painted out just under JONES, in case German scout cars should roll into the village. Joneses live in same building.

the bombing of London than of the five bombs that have fallen in parish fields and of the dandelion that stood untouched on the edge of one crater.

It costs little to live in Churchill. Everyone grows his own vegetables. Rents are from \$2 to \$5 a week. Milk is 6¢ a quart, a big cabbage 2¢. The average income is about \$20 a week, even with the \$40 wages some of the men make in munitions factories in and around Bristol. The war has also brought 167 evacuated mothers and children as paying guests to some of Churchill's 500 homes. That

puts still more money in the collection plate on Sunday, 97 more pupils in the school and more trade in Mr. Jones's store.

The older villagers speak a tongue Americans would have difficulty understanding. When they mean "Are you going to have a drink with me?" they say "Bistee gonna hay a drink wi oi?" They say "sair" for say, "printly" for presently, "thic" for this. A favorite story is about a villager who told a lost motorist he did not know where Bristol was: "I don't know where he is. I've heard of him and

I've seen the buses. But I've never been there." The lost motorist muttered "Old fool." Whereupon the villager replied with dignity, "I may be an old fool. But I ain't gone and lost myself." The same old story is told in American villages.

This provincialism can be matched in many parts of the world, but rarely with an equal dignity and contentment. But in contrast to these illiterate codgers of the older generation are the alert youngsters who now all go to the village school and some of whom win scholarships to England's universities.

cottages because they are light, have plumbing, imitation tiling and drier floors. The rents average around \$4 a week.



The rich man's house is Langford House, built by a Bristol man who made his fortune in South Africa, and inherited by

his grandnephew, Sidney Hill. There is also a Churchill manor and an unofficial squire. Mr. Hill is a quiet philanthropist.







**Rich man**, Sidney Hill, inherited a South African fortune. His great-uncle gave Churchill two Old People's Homes and the clock tower. He plowed up the grass tennis court to grow corn.

## CHURCHILL, ENGLAND (continued)

# ITS PEOPLE FEEL SAFE

On closer inspection it will be seen that the little village of Churchill, England, is not quite as close and inbred as it seems. Its older citizens may never have been to London. But schoolmaster, vicar, rich man and storekeeper all come from other parts of England. And today most of the citizens do their major shopping in Bristol, 14 miles away by bus. They buy small items at Churchill's store: candy, jam, flour, patent medicines, brushes, saucepans, soaps, needles, native cheese. In October 1940, their sons are gone, off to the Royal Air Force and the Army and the Navy. And women and children from the big bombed cities have arrived in Churchill, full of strange tales of death and disaster. From the outside world, too, have come five bombs that blew five craters in the green fields of Churchill. And Churchill has prepared itself to meet and deal with other strangers, the men in gray-green from Nazi Germany, with trenches and sandbags and patrols and a black-out.

Invasion is not exactly new for Churchill. Along the Mendip Hills are the ruins of fortresses built by Celts against Belgae, Belgae against Romans, Romans against West Saxons, Saxons against Danes, Saxons against Normans. The children of Churchill sometimes find ancient Greek coins, flints and fragments of pottery in the red earth. Churchill has felt safe for a long time now. It is not accustomed to feeling that it is in jeopardy. It is determined to remain safe and it cannot help having a feeling of self-confidence.



**Schoolmaster** Frank Williams, with a staff of six teachers, educates 203 children, including 97 evacuee pupils. He came to Churchill first for his health, has taught here for the past 25 years.

**Unemployed** was old Churchill boy, Charlie Turner, who ended in the workhouse. The vicar got him a job as handyman at Nelson Arms pub for food and lodging. All his family are dead.



**Oldest inhabitant** is Mrs. Sarah March, 97, mother of eight, daughter of a gardener, widow of a postman. In pink knitted shawl with bedroom fire going, she reads *Christian Herald*.

**Lady in reduced circumstances** is kindly Mrs. Lowthorpe Ludwidge, whose son-in-law owns the Churchill Arms pub (Churchill has three). She contentedly raises fine chrysanthemums.







**Farmer's wife** is Mrs. Gibbons who says of her goat: "Sally's been with us so long, I've grown to look like her." Sally gives 8 qt. of milk a day, some of which Mrs. Gibbons sells.

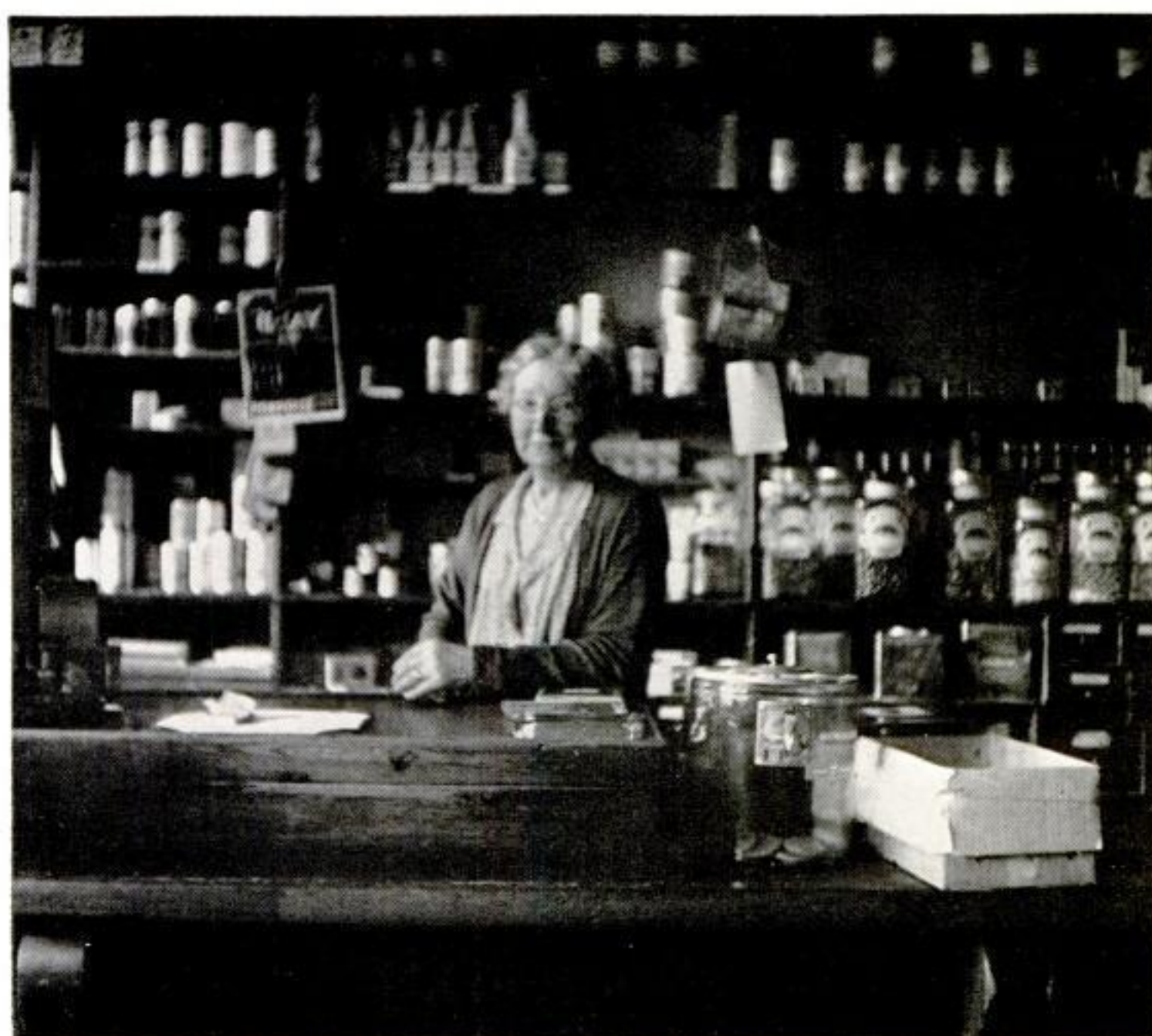


**Vicar** of St. John the Baptist of Church of England denomination is wise and kind James Arthur Taylor, a North Countryman. He leans against 400-year-old yew tree in churchyard.



**A farmer** sits on the end of the long bench outside the Churchill Inn waiting for opening time and a cup of Somerset cider. He has long since tried his weight on the penny machine.

**Publican** is Frank Hogston, proprietor of the Nelson Arms, Churchill's second best. He is a good friend of the vicar, a regular churchgoer and has a reputation as a jolly host.



**Storekeeper's wife** is Mrs. Richard Jones who hires three girl assistants to help her. She also runs a lending library. After 13 years in Churchill she still calls herself a newcomer.

**Children** include some of Churchill's native Wookeys and Londons, also 97 children evacuated from England's bombed cities. They all go to Schoolmaster Williams' well-run school.







CHURCHILL KNIGHT HOME FROM WARS IN 1644 FINDS WIFE DEAD, FALLS DEAD HIMSELF. THEIR CHILDREN, SHOWN KNEELING BENEATH, RAISED THIS CHURCH MEMORIAL

## ITS CHURCH IS 700 YEARS OLD

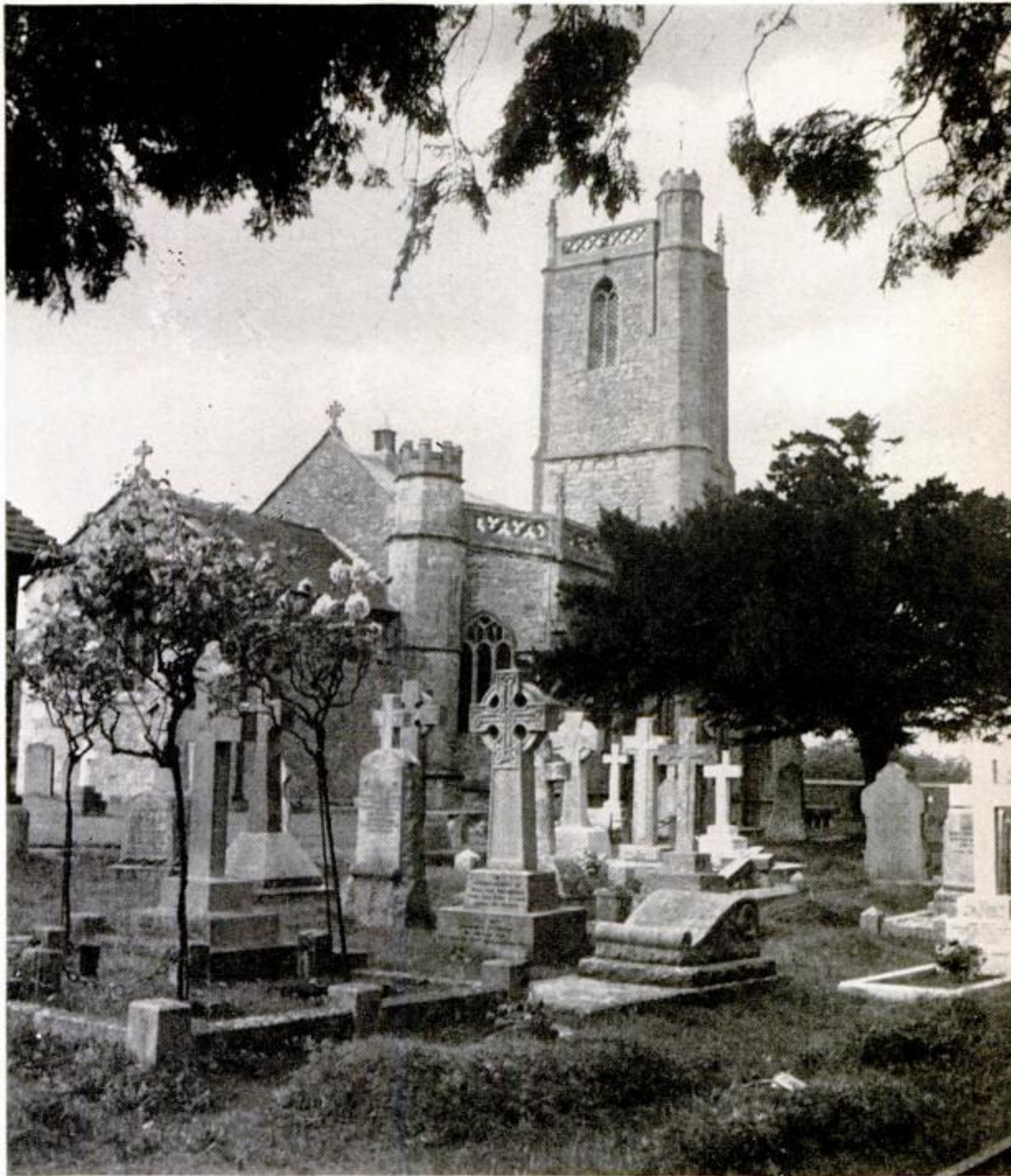
Church means a great deal in the life of Churchill whose name comes from Church Hill. This one is St. John the Baptist, first mentioned in 1231. Its principal walls go back to the 14th Century but its architecture, of the "Decorated" and "Perpendicular" periods, has been rebuilt about 20 times. It once belonged to the Monastery of St. Augustine. Here are the Churchill arms and the figures of Win-

ston Churchill's ancestors in brass. Its vicar, Mr. Taylor, whose wife calls him "Dad," is a liberal. He is a friend of the publican and goes to speak at meetings of the Methodist Chapel, even though his church belongs to the Church of England. His two daughters are nurses, one son is in the Royal Air Force and another in West Africa. He watches the 1,210 people of Churchill closely to patch up their troubles.





**Sunday morning** from all over Churchill the faithful wend their way to church service. Here one of Vicar Taylor's parishioners plods up hedge-lined road to Church of England morning service.



**The graveyard** was planted with rosebushes (*left*) in 1787 by another vicar, the year the U. S. Constitution was signed. These are fairly new headstones; old ones are formless.



**Sunday morning service** in Church of St. John the Baptist is conducted by Vicar Taylor (*far background*) who has had the job for seven years. Women predominate except at Christmas and Easter.



**The sexton drops his hat** on memorial to Churchill parish man who fought in Crusades, then goes in to Sunday morning service. William Warren's father was sexton before him.





CHURCHILL'S MOUNTED PATROL GIRLS ARE FROM LEFT: THE MISSES MARSHALL, TRONSON, PULFORD, WOOD, TOOTHILL, MRS. MORGAN-DAVIS (REFUGEE) AND MISS CROS

## ITS GIRLS RIDE THE HILLS FOR PARACHUTISTS

The war has brought a new sort of social life to Churchill. Most spectacular example of this is the Mounted Patrol of village girls who ride the gentle slopes of the Mendip Hills looking for German parachutists. They ride in threes for company and safety. There are 15 in all, making five teams, but they do not usually ride patrol after twilight comes.

Just now they ride chiefly to get out in the pleasant countryside and keep the horses exercised. In case of a German invasion, it is just possible that

they might hasten by a few precious minutes the spotting and reporting of a parachutist or the head of an armored column. One of the girls runs a small riding school in the village. Another is the wife of an opera singer who now works with the British Broadcasting Co. in Bristol.

The Mendip Hills where the girls ride show the remains of Roman lead mines. Nearby is spot where Alfred the Great made peace with the Danes. And from the herds of the Mendips comes Cheddar cheese, the most famous product of the county of Somerset.





ROOM OVER OLIVER GETTINS' GARAGE IS USED AS A HEADQUARTERS CLUB BY THE CIVILIAN MEMBERS OF CHURCHILL'S AUXILIARY FIRE SERVICE AND AIR-RAID WARDENS

## YOUNG MEN AND OLD JOIN ITS CIVIL DEFENSE

The scene above is typical of Churchill today. In left background Innkeeper Oliver Gettins, who runs Auxiliary Fire Service, hears over phone a "yellow warning" that planes are approaching. The town wit, Jack Watson (*left*), an aircraft factory worker, is still joking over his game of "Nap." Opposite him is a member of one of Churchill's oldest families, the Wookeys, who is the Air Raid Precautions member on duty. The men all take one night's duty a week.

But so far there has been nothing for them to do, no bomb wreckage, no casualties, no fires. They feel

a little out of the war. Chief Gettins himself had a trailer built to carry the squad's hoses and pump. In action they would drop the hose end in a farmhouse well or use one of the parish's few hydrants.

More active is the Home Guard, which has dug trenches and built sandbag parapets at likely points along the roads. Totalling 70, all unpaid volunteers, they hold rifle practice and improve their signaling skill on free Sundays. Ten of them man their outposts and patrol the hills in uniform every night. They include several officers from the first World War.



CLOSE-UP

# THE GREAT SAROYAN

FRESNO'S ELFISH ARMENIAN BOY HAS THE TIME OF HIS LIFE BECOMING A FAMOUS PLAYWRIGHT

by GEOFFREY T. HELLMAN



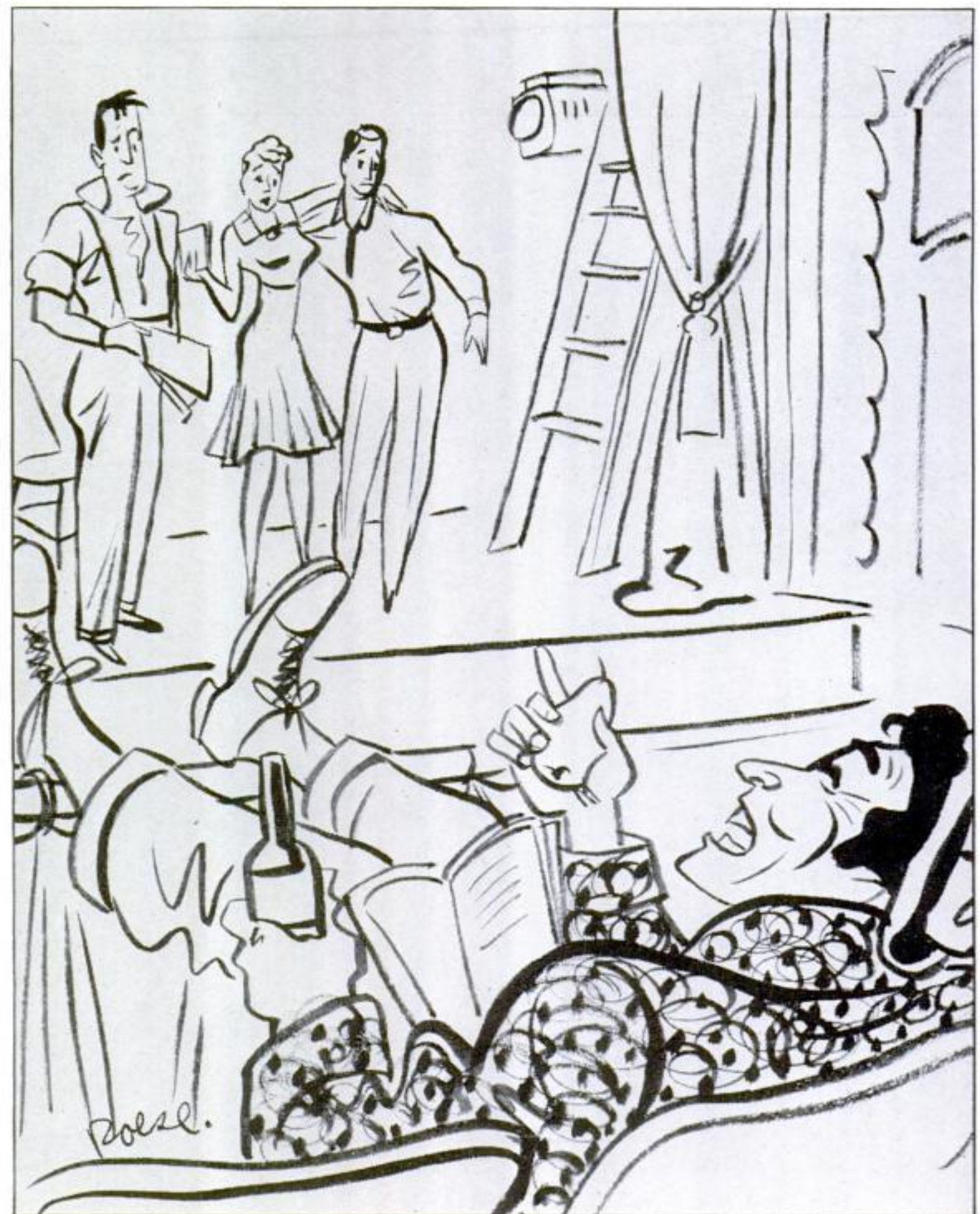
William Saroyan, 32 years old and the author of three Broadway plays, ranks high among America's strangest literary characters and is sufficiently forthright to admit his own greatness.

William Saroyan is a 32-year-old playwright, born in Fresno, Calif. of Armenian parents. In 1939, within a period of 13 months, three of his plays were produced on Broadway. The critical commotion which they aroused was intensified last spring when one of them, *The Time of Your Life*, was awarded the Pulitzer Prize. Saroyan added to the commotion by issuing a statement in which he refused the prize money (\$1,000) on the ground that the prizewinning play was "no more good and great" than anything else he had written, and because he did not feel that Wealth (the Pulitzer fund) should patronize Art (William Saroyan). This, he said, was bad taste, just as it would be bad taste for him to give a prize to some company for showing big profits. In refusing the Pulitzer cash, Saroyan, who does not mind seeing his name in print, received a good deal more publicity than Carl Sandburg and John Steinbeck, who accepted similar rewards.

Saroyan's rise to fame has been steady, like the progress of a reliable tank. Before he emerged as a playwright, he wrote vast numbers of short stories or essays, of which more than 400 have been published in magazines and books. The most celebrated of these, *The Daring Young Man on the Flying Trapeze*, movingly reports the thoughts of a writer who is dying of starvation. Other Saroyan stories, most of which have no plot but simply convey a mood, deal with the author's pleasure in being alive, his need of a haircut, his excitement at the thought of writing, his affection for his typewriter, his reaction to a cold room, his dislike of commerce,



Saroyan hawked his first book personally, dashing about on the decks of the Oakland-San Francisco ferry and thrusting copies of it under passengers' noses with the cry, "This is my book!"



Saroyan likes to direct his own plays, sitting in a front row seat drinking beer and eating pears. Of his own work Saroyan said, "It is full of wonder from the rise of the curtain to the fall of it."



his worship of his father, and so on. Several of them have been reprinted in anthologies, and when Saroyan's first play, *My Heart's in the Highlands*, was produced, he was already a well-known literary character. His second play, which enabled him to reject the Pulitzer Prize, added to his fame, and his third, *Love's Old Sweet Song*, found the critics continuing to discuss him with a detailed thoughtfulness indicative of his major importance in the theatrical world.

Since then, Saroyan has received the ultimate accolade which the theater can bestow on any writer: like Alexander Woollcott, in *The Man Who Came to Dinner*, he has had a play written about himself. The fact that this production, *The White-Haired Boy*, folded after a week's tryout in Boston, is generally considered to have been a reflection on the play rather than on Saroyan. In fact, the fiasco is regarded by some students of the contemporary scene as proof of the theory that Saroyan is too Homeric a character to compress within a play. Moreover, it is felt by many that no actor, however talented, can do justice to the role of Saroyan, and Saroyan, the only man fit for the part, could hardly be expected to play second fiddle to himself. In any case the play and the fact that Saroyan has written three new shows, which were tried out in summer stock and now await a metropolitan producer, have enabled Saroyan to maintain his place as the most widely discussed short-story writer and playwright in the U.S.

### Literary war between Saroyan and himself

Originally the discussion about Saroyan was carried on exclusively by Saroyan himself. Saroyan is more modest than a lot of people think, and occasionally he carried on these discussions under another name to avoid embarrassing himself. For example, in the spring of 1934, several months before his first book, *The Daring Young Man on the Flying Trapeze and Other Stories*, came out, Saroyan stopped in at a San Francisco saloon and introduced himself as Jo Pagano—the name of a friend of his. He then enquired as to the prevailing opinion of the stories of William Saroyan which had just begun to appear in *Story* and other magazines. "Everybody in the place was enthusiastic as hell," he wrote a friend. Just prior to this time Saroyan had been writing under two names. He used his own name in ordinary publications and that of Sirak Goryan in Armenian-American papers. This had the desirable effect of starting a controversy among the critics as to the respective merits of these two promising Armenian writers.

E. J. O'Brien included a Goryan in his annual anthology of *Best Short Stories for 1934*; Whit Burnett, editor of *Story*, argued that Saroyan's stuff was better. Saroyan, who rarely has a good word to say of any writer but himself, discussed this particular contemporary with surprising amiability. Around the time his first collection of stories was published, Saroyan killed Goryan off, thus removing any temptation he might have to dwell at length on anyone other than Saroyan.

Publication of *The Daring Young Man* by Random House gave Saroyan, whose home is in San Francisco, a real vocal center for his conversation. According to his publishers, when they sent him the usual six author's copies, he boarded the Oakland-San Francisco ferry and waved them wildly under passengers' noses. "I'm Saroyan!" he yelled. "This is my book!" Saroyan is a swarthy, mobile-faced man with a friendly and ingratiating manner. He sold all six copies autographed and sent a money order for them to his publishers, who offered to give him a placard if he would keep this up.

When Saroyan first began to become known five or six years ago, his opinion of himself, although on the whole favorable, had not completely jelled. His correspondence with his publishers, which he does not care to have quoted, in 1934 reflected a tone ranging from abject self-deprecation to sublime cockiness. The latter state of mind eventually won out, and soon after *The Daring Young Man* was published, Saroyan advised his publishers flatly that he had genius, and that he was getting better all the time. He seems to have been of this opinion ever since.

As a playwright, Saroyan was at first obliged to call the attention of the critics to the fact that he was a man of genius. At the opening of *My Heart's in the Highlands*, in which a poor, unsuccessful poet loses his *joie de vivre* only momentarily when he receives a rejection slip from the *Atlantic Monthly*, most of the New York reviewers found themselves united in a common bewilderment. Sidney Whipple of the *World-Telegram* was a case in point. "If Mr. Saroyan means anything at all, which is doubtful," he wrote, "it is entirely lost in a welter of incongruous lines, impossible situations and humor that demands the immediate attention of pathologists. . . . You will search in vain for any trace of truth, beauty or moral in it."

Mr. Whipple's review won him the immediate attention of Mr. Saroyan. On the day that it appeared Saroyan was lunching at Sardi's, a Manhattan restaurant frequented by theatrical people. A friend pointed out Whipple, who was drowning his bewilderment at the bar. Saroyan introduced himself

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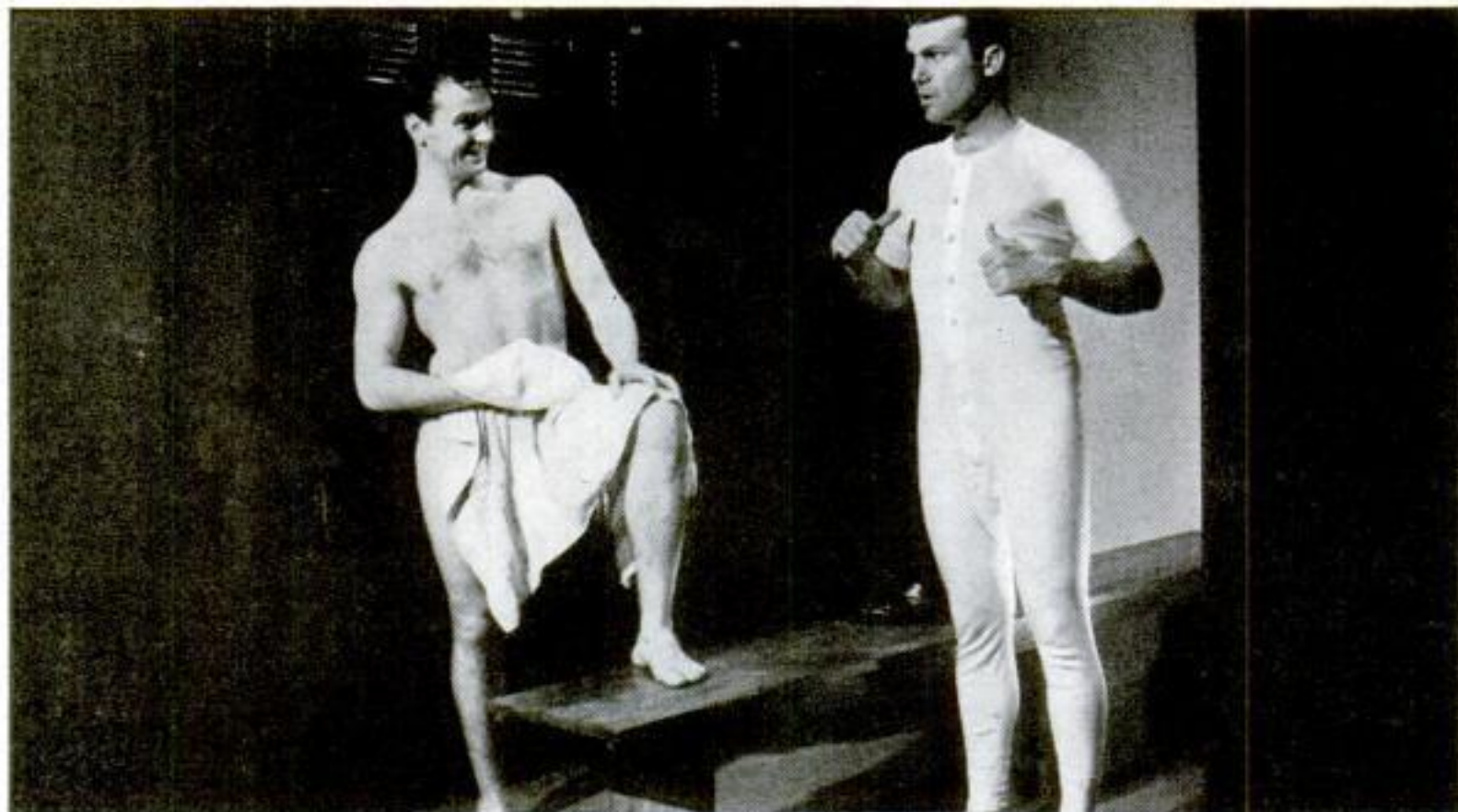
Saroyan wears odd attire, including overcoat four sizes too large and ski-boots. He thought the boots were just well-made shoes and was astonished when the salesman tried to show him skis.



Saroyan is unmarried and disappoints his matchmaking grandmother. She took him to call on a nice Armenian girl who put on native dances, made coffee, but Saroyan's interest flagged.

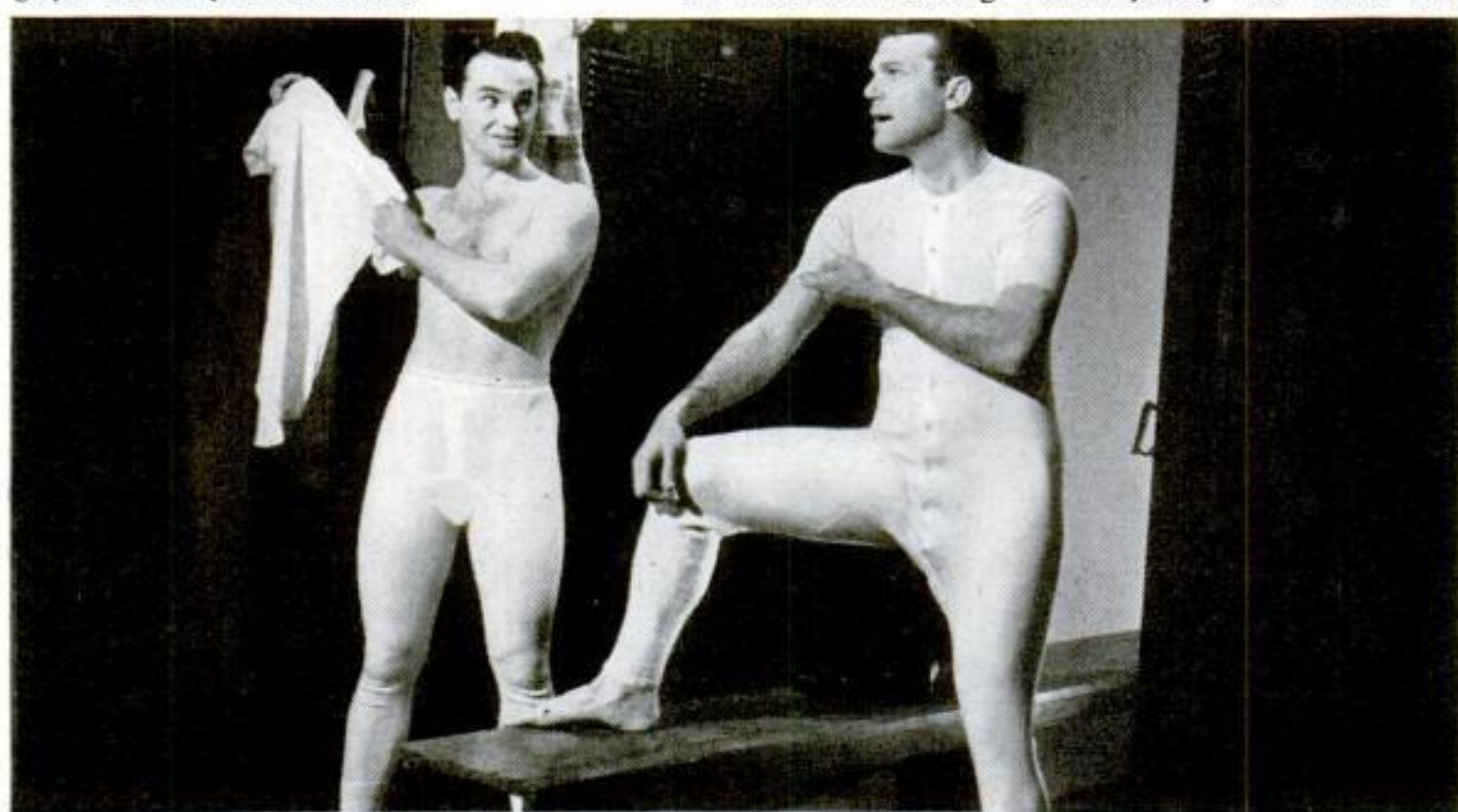


## "Man, You Oughta Be in Life!"



**JACK:** Where are your crutches, Old-timer? You're a tintype of the guy born 30 years too late.

**TOM:** Whoa there, Wise Guy...this is the original streamlined Unionsuit. Munsingwear makes 'em to fit without bunching. Ask anybody who wears 'em.



**JACK:** Where are they...in hiding? Take a squint at this modern 2-piece Munsingwear outfit, Lug. You don't need a button-hook to get it on...protects your joints, too. And these SKIT-Longies give mild support, Old Man. Have you heard about that?

**TOM:** Nuts! You jitter-bugs are always jumping into something new. I still say this Munsingwear Unionsuit is comfortable and warm...best underwear ever made.



**JACK:** If you'd been reading Life advertising you'd know something about the modern Munsingwear. All their Winter underwear's comfortable as nothing on...and ten times as warm. They make underwear that really covers a man where it counts most.

**TOM:** Okay, okay, there's one point I'll double check on. You can have your 2-piece suit if you want it...but I'll stick to my Munsingwear Unionsuit.

Munsingwear Knitted SKIT-Longies . 75c and up

Munsingwear Knitted SKIT-Winger Shirts, 75c and up

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# MUNSINGWEAR

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**Play about Saroyan.** *The White-Haired Boy*, opened in Boston last month and was a sensational flop. Here it kids Saroyan's use of mother in his plays.



**Play's hero lauds his own work,** like Saroyan. Though co-written by Beatrice, wife of famed

## WILLIAM SAROYAN (continued)

to his detractor without rancor. "We drank all afternoon," he says, "and I took him to the theater again that night." Instructed by his companion, Mr. Whipple made a strenuous effort to understand the play but again failed. He was, however, moved by the spectacle of Mr. Saroyan chuckling, laughing and crying at his own lines. "I found great refreshment," he subsequently wrote, "not in the play but in the author's personal reception of it." When *The Time of Your Life* was produced, Mr. Whipple, who was beginning to see things more clearly, compared Saroyan in a favorable way to Chekhov, and by the time *Love's Old Sweet Song* came along, he had completely lost his capacity to be confused by Saroyan. "Its principal charm," he observed, "lies in the hordes of utterly delightful and nearly always irrelevant characters who brighten the stage with the vivid color of their individual personalities." Many other critics have made similar progress.

## Fondness for humble people

Saroyan prefers automats to costly restaurants, and most of his work shows a sympathy and liking for humble people. According to him, for example, the moral of *My Heart's in the Highlands* is simply that it is better to be poor and alive than rich and spiritually dead. In *The Time of Your Life*, the modest characters who frequent Nick's waterfront saloon in San Francisco were depicted with a tenderness bordering on the sentimental, and the only unpleasant or ridiculous persons were a vice-squad man who comes in to arrest prostitutes, and a society couple, preposterous in white tie and ermine, who are slumming. Saroyan's irony is tolerant rather than waspish; he rarely damns anything completely. Thus the extensive and worthless family of Okies who cluttered up *Love's Old Sweet Song* were handled with a loving kindness that was not dissipated even when the family's idiot son very nearly clubbed his father to death over some trivial argument. Before this play opened, Saroyan had an actual murder take place at this juncture, but he subsequently modified this, in the interest of sweetness and light. "The murder is a completely innocent guiltless thing," he said during one of the rehearsals. "I believe in the good and the bad."

Saroyan's faith in the bad has led him to publish, at his own expense, a good many early Saroyan stories which he admits could be improved, and to solicit manuscripts for an *Anthology of Lousy Writing*. This project fell through because only *bad* writers sent him bad manuscripts, whereas what he wanted was bad manuscripts from good authors, like himself. One of the men whom Saroyan asked for a lousy manuscript was James Thurber, the writer and cartoonist, whom he had never met. "Dear Jim," Saroyan wrote in his letter to Thurber, and signed himself "Bill Saroyan." Thurber failed to reply, and Saroyan sent him a follow-up letter after a couple of weeks. "Dear Thurber," this began, and was signed "William Saroyan." Thurber, a man whose many hobbies do not include answering letters, failed to reply. Saroyan bore him no malice, and later sent him an idea for a cartoon which Thurber was unable to use.

Although Saroyan's plays and stories have, in the last year or two, enabled him to live comfortably, he comes honestly by his





play doctor George Kaufman, and staged by George Abbott, it closed after one sad week.



**Mocking Saroyan scenes** from *Time of Your Life*, Keenan Wynn (Ed's son) imitates Saroyan stage trick of sending out for a series of silly purchases.

aggressive sympathy for the underdog. His father, an Armenian preacher who had been educated by Presbyterian missionaries, came to this country in 1906 and worked for a while as a janitor in New York. He soon moved his family to Fresno, Calif., where he became a fruit farmer and chicken raiser, and where, in the summer of 1908, William was born, the youngest of two boys and two girls. Saroyan was not quite 3 years old when his father died. His mother took a job as a maid in San Francisco, and placed her children in an orphanage near Alameda. Saroyan recalls it as a pleasant enough place, "run by sweet Irish people." "I read Dickens later," he reports, "and said what the hell kind of place is that where *Oliver Twist* was." The children left the orphanage when William was 7, to join their mother who was then working in a cannery in Fresno. The Armenian section in Fresno is the biggest such settlement outside of Armenia. Its inhabitants are looked down on, socially, by their native-stock neighbors, and friends who knew Saroyan as a child attribute much of his external arrogance to the rather difficult circumstances of his boyhood. He was obliged to attend an inferior grammar school in the Armenian section, and he recalls his entire school career as a period of almost sensational boredom. "I'd ask the teacher questions she couldn't answer," he says. "She'd put me in the closet, I'd go out the window. Then the principal would strap me." Saroyan tried to relieve the tedium of scholastic life by rough-housing occasionally. "All the disorder was mine," he says, with a touch of pride.

#### Boredom with education, sport, etc.

His first big literary success came at the age of 9, when, assigned to the topic "How I Earned My First Dollar," he turned in 1,000 words instead of the 50 which had been expected. He had been selling newspapers after school with his brother Henry and this was the subject of his essay. His teacher, after reading it, kept him after school and said, "Promise me you'll go to college." Saroyan was already an omnivorous reader. "I read every damned book in the Fresno Public Library," he says. "It was so boring there that there was nothing else to do." Far from going to college, Saroyan became so impatient with formal education that he quit the Fresno Junior High School at 15, with nothing more than a penmanship diploma. "It says, 'He writes,'" says Saroyan. "My mother is very proud of it." It was while at Fresno, incidentally, that Saroyan posed a rather novel question at the end of the school cheer during a baseball game. "Fresno High takes the pie," the last line of the cheer ran. "What flavor?" shouted Saroyan.

Saroyan's writing is full of an honest innocence, but in actual life he has learned to be reasonably practical. In his early teens, while still at school, he made \$15 a week as a Postal Telegraph messenger boy. He rode a bicycle from 4 till midnight, delivering and picking up telegrams. For a while he moved so rapidly that the people in the company's local office gave him the nickname Speed. After a year or so, as he matured, he slowed down. His boss bawled him out. "I'm tired," Saroyan complained. "Don't call me Speed." He quit soon after this, around the time he left school, and read law in an uncle's office where he also learned typing and shorthand. His uncle began to give him dictation, but declined Saroyan's sug-

CONTINUED ON NEXT PAGE

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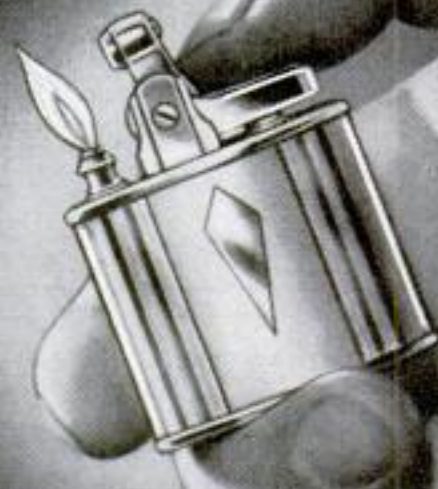
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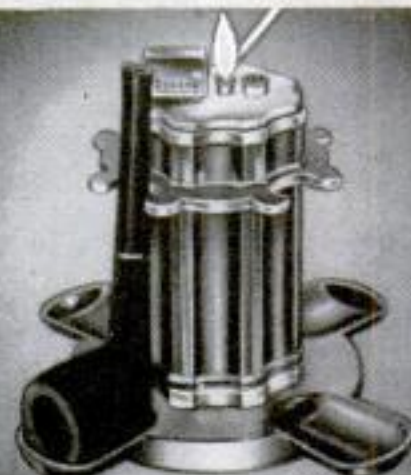
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## WILLIAM SAROYAN (continued)

gestion that he pay him, on the ground that he was getting valuable experience free, like a beginner in an international banking house. "How much do you pay your Mexicans?" Saroyan asked his uncle, a many-sided individual who also owned a vineyard. "Thirty cents an hour," his uncle replied. Saroyan at once went to work in the vineyard and never returned to the office. From these days he has inherited a smattering of Mexican and Japanese and the conviction that workers never get paid too much.

When he was 17, Saroyan went to San Francisco, where he went through a number of modest jobs—typist, bookkeeper's helper, errand boy, department-store package sorter, etc. He bought dozens of 5¢ books in second-hand stores and expanded happily in a cosmopolitan atmosphere where, unlike Fresno, most people didn't look down on him for being an Armenian. He wrote a great many short stories, and while no one published them for several years, the realization that he was a writer enabled him to rise above whatever else he was doing. Once, when he was working at a vegetable stand, a client asked whether the tomatoes were good. "Are these tomatoes good?" said Saroyan. "Why, these tomatoes are so good we call 'em tomabtoes!" Saroyan's longest period of sustained employment in San Francisco was with Postal Telegraph—first as clerk, then as office manager. "In these capacities," he says, "I read some very interesting confidential telegrams." As manager, Saroyan proclaimed the virtues of Postal to a considerable number of people with an abandon similar to that with which he later proclaimed himself the world's greatest writer. His office's business doubled and he wrote a 2,000-word letter to Postal's Pacific Coast division superintendent, explaining the necessity for a special division of contact men to call on prospective customers, to be headed by Saroyan at a substantial increase in salary. Shortly after the receipt of this communication, Saroyan was fired. Postal, of course, has since gone into bankruptcy.

### Willingness to do anything for art, profit, etc.

Saroyan's literary success dates from December 1933, when the magazine *Story* sent him a check for \$15 for *The Daring Young Man on the Flying Trapeze*. It was his first recognition from a national magazine. He bought an overcoat for \$11, sent *Story* 30 more stories in the next 30 days and settled down to a vigorous correspondence with the magazine's editors and with its then owner Bennett Cerf, whose publishing firm, Random House, subsequently produced Saroyan's two first books of stories. Saroyan's letters to his publishers showed a lively sense of publicity from the start. "Do you think it would help any if I was photographed swinging on a trapeze?" he wrote his publishers in 1934. During the ten days following the publication of his first book, he dispatched from San Francisco eight letters to the Random House people, totaling 7,500 words and dealing to a large extent with promotion plans and publicity methods. Eleven thousand copies of the book were sold. Saroyan's second collection, *Inhale and Exhale*, sold less than half as many. To the accompaniment of violent protestations on Saroyan's part, Random House had

CONTINUED ON PAGE 102



In "Love's Old Sweet Song," Saroyan burlesques Steinbeck Okies. They are shot by a LIFE photographer, sold TIME subscription by circulation booster who as a sales argument feelingly chants the mellifluous nomenclature of the magazine's masthead.



DIMITRI MITROPOULOS



LEOPOLD STOKOWSKI

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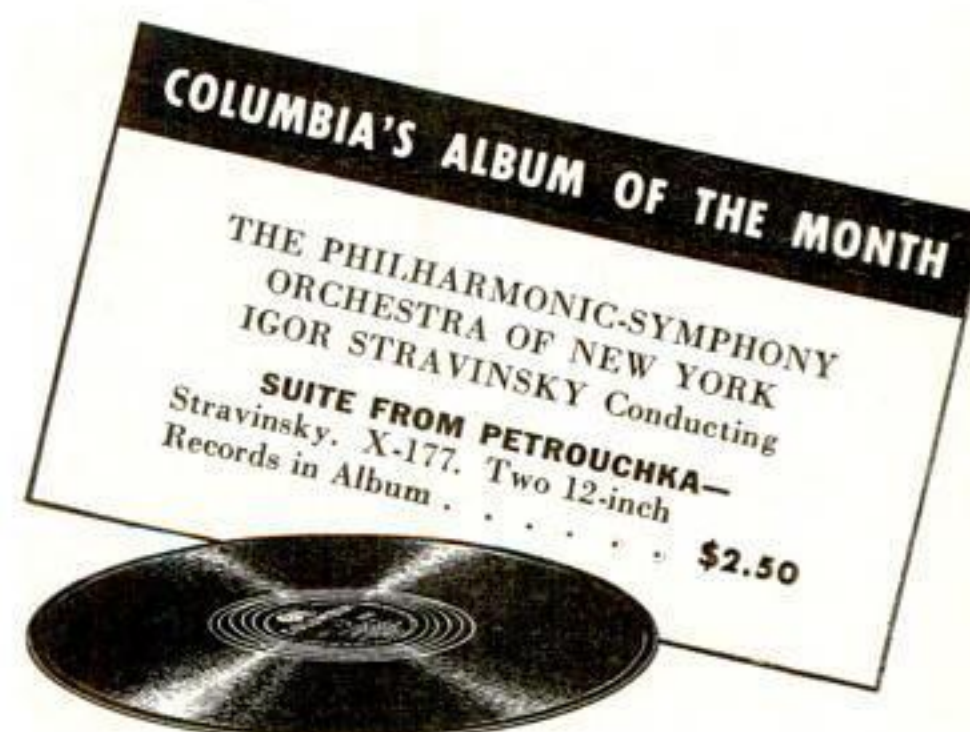
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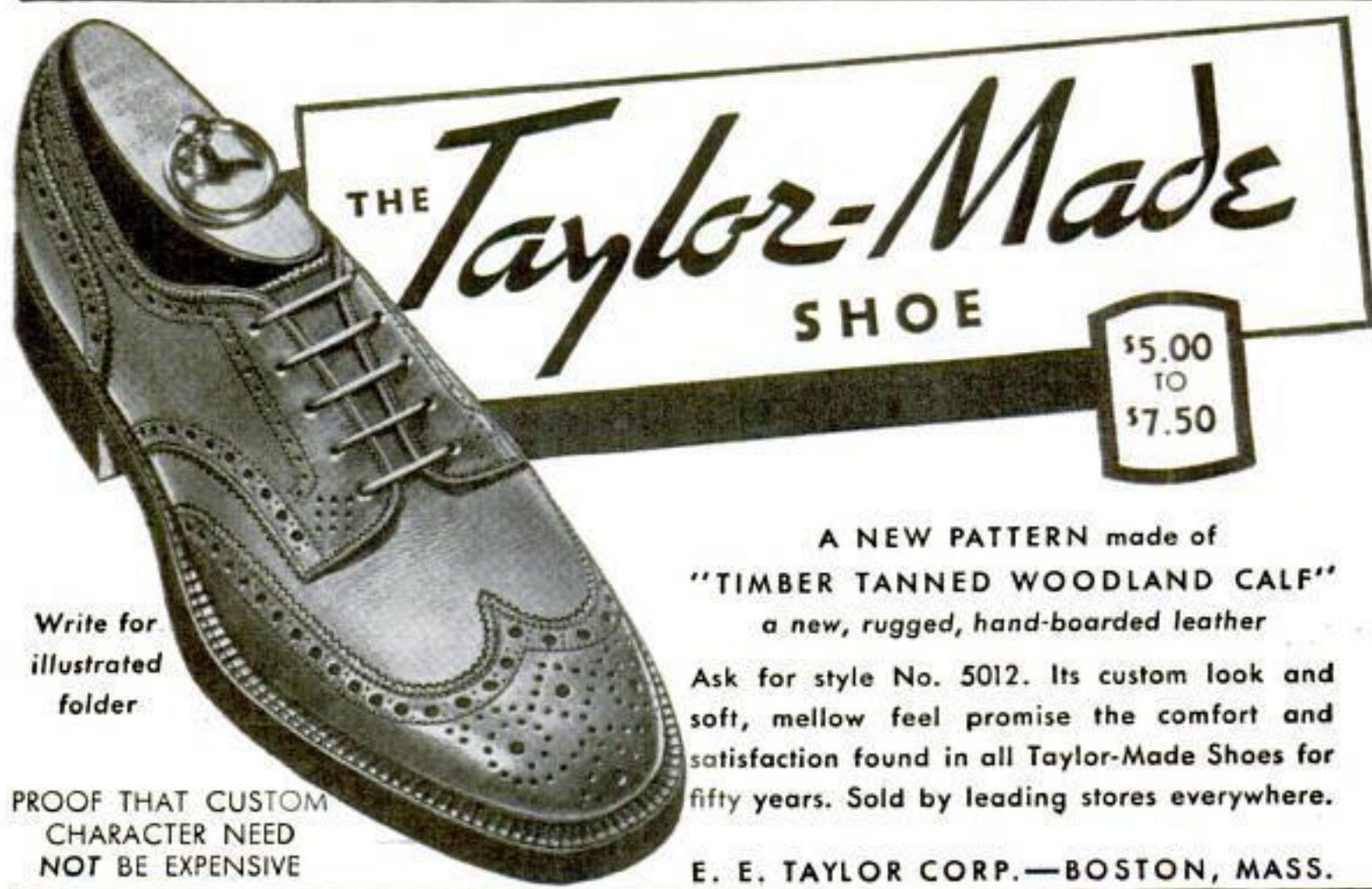
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## WILLIAM SAROYAN (continued)

cut this book down from 300,000 to around 100,000 words. Saroyan felt indignant about this, and for his next book he sent his publishers a group of stories consisting chiefly of the second-book rejects. Bennett Cerf wrote him an explosive letter, rejecting the book, and Saroyan went over to Harcourt, Brace, who have since published his three produced plays.

Although Saroyan does not consider conceit a fault—"Modesty," he once wrote, "almost invariably accompanies mediocrity and is usually an inside-out variety of immodesty"—he does not care to be accused of insincerity or worldliness. "I have no motives," he once told an inquisitive acquaintance. "My behavior is honest and simple and good." The Saroyan cult of innocence carries its limitations with it, and Saroyan has been taken to task, especially as a playwright, for failing to come to terms with such weighty affairs as ideas, sex and ideologies. In general, Saroyan characters simply sit around and exhibit, often with what is under the circumstances remarkable gusto, how pleased they are to be alive, and how good they are. This is precisely what Saroyan likes to do himself. He also likes to drink, read, bet on horses, go to terrible movies and play tennis and stud poker. "You can study people nicely in stud," he says. "It's a minor test of people under pressure."

Not exactly a dude, Saroyan has a novel taste in clothes. He recently bought a tweed overcoat four sizes too large for him, because, as he told the protesting salesman, it was easy to slip in and out of. Another time, after purchasing a pair of shoes, he is said to have been astonished when the salesman tried to sell him some skis. "Those were ski boots you bought," the salesman explained. "I thought they were just well-made shoes," said Saroyan.

## Feud between Saroyan and Russia about rain in Moscow

Saroyan writes only when he feels like it, usually in a highly emotional state. For this reason, perhaps, he is so in love with everything he turns out that he practically never rewrites, to the despair of his publishers. When it comes to plays, he naturally makes changes in rehearsal, sometimes writing in new characters on the spur of the moment. He works fast and likes to tell people that he composed the first draft of *The Time of Your Life* in six days and that of *Love's Old Sweet Song* in three. He credits himself with six days' work on *Sweeney in the Trees*, a new play which was tried out in summer stock this year. Carbon paper infuriates him and he keeps no copies of his work. Traveling in Russia in 1935, where he had gone especially to visit Soviet Armenia, he wrote what he considered a particularly good story, called *Moscow in Tears*. Because he was out of stamps, he gave the envelope containing it to his hotel manager in Moscow to mail to his agents in New York. It never reached them and Saroyan believes it was confiscated because in it he said it rained a lot in Moscow and was somewhat critical of the

CONTINUED ON PAGE 105



In "Time of Your Life," Saroyan had an eccentric character in background play pinball machine all night. Suddenly he wins amid ringing bells, flashing colored lights.

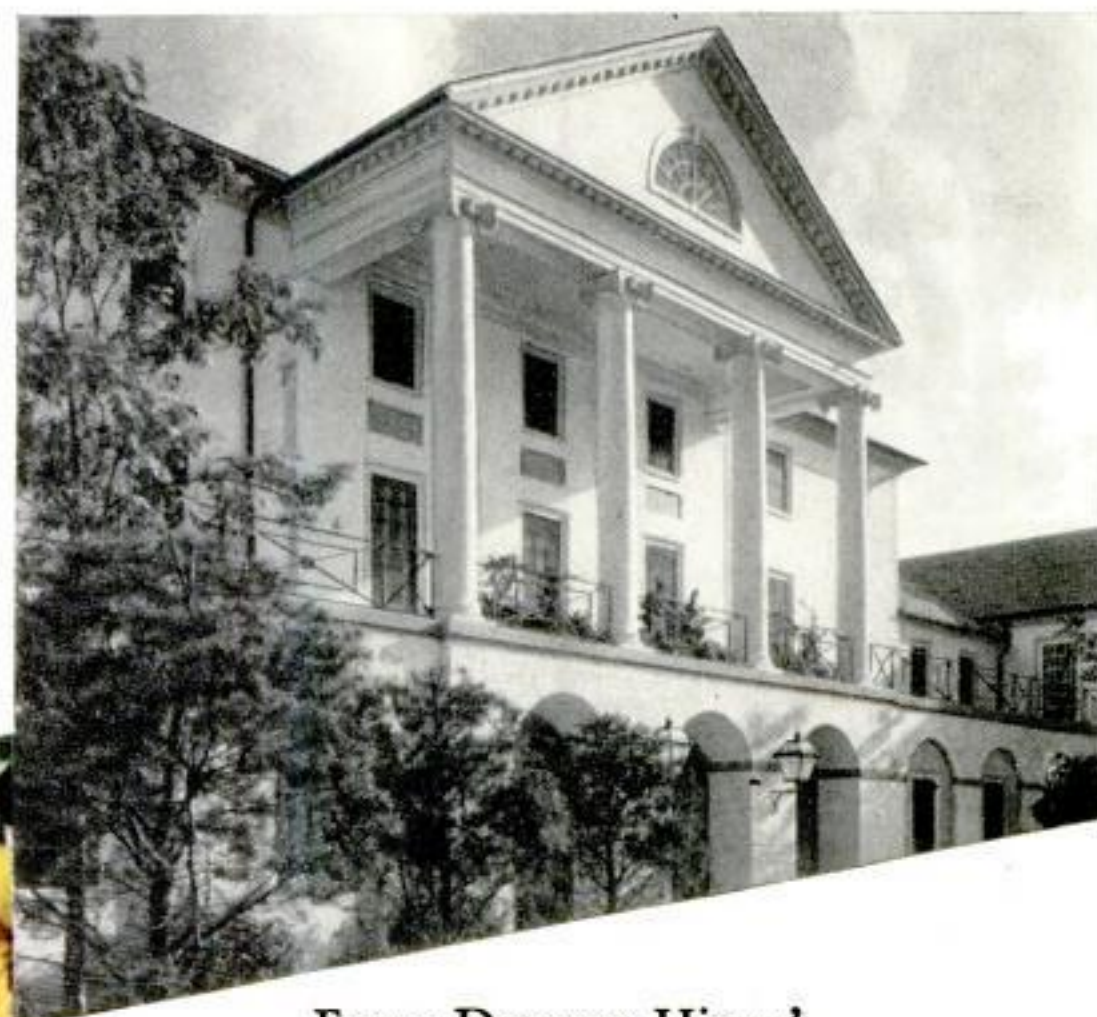


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**WILLIAM SAROYAN** (continued)

U. S. S. R. in general. Unable to recapture the mood in which to write it again, he called on the Soviet consul in San Francisco in the hope of tracing it. The consul admitted it might have been confiscated and looked at the capitalist writer in disgust. "Why didn't you make a carbon?" he asked.

Saroyan is willing to go to considerable lengths in order to avoid sharing the limelight with anyone. When the producers of *My Heart's in the Highlands*, a rather short affair, suggested that a curtain raiser by Irwin Shaw precede it, Saroyan protested noisily. He put an end to the argument by offering to write his own curtain raiser. Curiously enough, he has no desire to act in his own plays. "I'm opposed to acting myself," he says. "It doesn't interest me. I like the real genuine acting outside of stages."

Most of the money Saroyan made out of *The Time of Your Life* he spent on a house in San Francisco for his mother, Mrs. Takoohi Saroyan. The house includes a couple of big rooms for himself and he is living there now. Saroyan's mother doesn't understand English well, but she has read around 20 of her son's stories which have been translated into Armenian. Her maiden name was Saroyan and she was a distant cousin of her husband whom she married at the age of 13. Her mother, Mrs. Lucy Saroyan, married at 12 and Saroyan's paternal grandmother, who died last December, married at 11. This latter lady seems to have shared a good deal of her grandson's adamant self-confidence. Once, in speaking of a Fresno neighbor, she said: "She's really a very stupid woman; after all these years she hasn't learned one word of Armenian. She still speaks English!" Saroyan had promised the old lady that if his first play was successful, he would give her \$50, and when she lay dying he flew West to bring her the money, which he poured into her hand, dollar by dollar, in silver. She had no faith in flimsy checks or paper money.

**"You have a date? What's your sister doing?"**

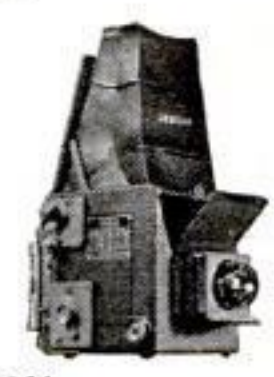
Saroyan's grandmother Lucy, to whom he dedicated one of his books, *Three Times Three*, and who is the prototype for an old lady who appears in *My Heart's in the Highlands*, worries a good deal over the fact that Saroyan is unmarried at the advanced age of 32. She has, in fact, been worrying about this for some time. A few years ago she persuaded her grandson to inspect a nice Armenian girl she had tentatively picked out for him. She took him to call on the girl's family and her candidate did Armenian dances and cooked coffee for Saroyan as a demonstration. Conversation between the two flagged, however, and nothing came of it. Saroyan's approach to the ladies is generally conceded to be rather direct. He once called up an acquaintance in New York, said he was lonely and would she come down and spend the evening with him. The girl replied that she had a date. "What's your sister doing?" said Saroyan.

Saroyan has a strong tribal feeling. Asked on one occasion whether he would have any objection to marrying a non-Armenian girl, he said: "The girl you fall in love with becomes an Armenian." He sometimes addresses gatherings of Armenians in New York and San Francisco and is greeted with friendly admiration by Armenian waiters in restaurants. Since becoming successful he has paid one or two visits to Fresno, where he is amused by the fact that the Armenian boys and girls he went to school with have no idea of his fame. When they ask him what he's doing there, he says he is out of a job and looking for work.

Beyond such remarks as "I want to show that all variations possible in all human beings are possible in one," Saroyan is inclined to be vague though voluble when discussing his work. In referring to himself, however, he is generally succinct. "Where does it show I'm a genius?" he once half-jokingly asked a palm reader in a New York restaurant. The girl looked at Saroyan's hand. "You need more resolve," she said. Several years ago, around the time Saroyan's first book was published, a Manhattan editor took him to a meeting of the Authors' Congress. Harry Hansen, a syndicated book critic, had just reviewed *The Daring Young Man* and Saroyan's host pointed to a man and said, "There's Harry." "Harry who?" asked Saroyan. "Harry Hansen," said his friend. A speech was in progress but Saroyan bounded up, made his way to Hansen, and seized the astonished reviewer's hand. "I'm Bill Saroyan, the greatest writer in the world," he announced in ringing tones. He has since modified, or at any rate, shortened this statement. According to Bennett Cerf, 15 minutes after Cerf arrived in San Francisco's Palace Hotel on a recent business trip, the telephone girl called his room. "America's greatest writer is downstairs to see you," she reported. "Send Mr. Saroyan up," said Cerf.



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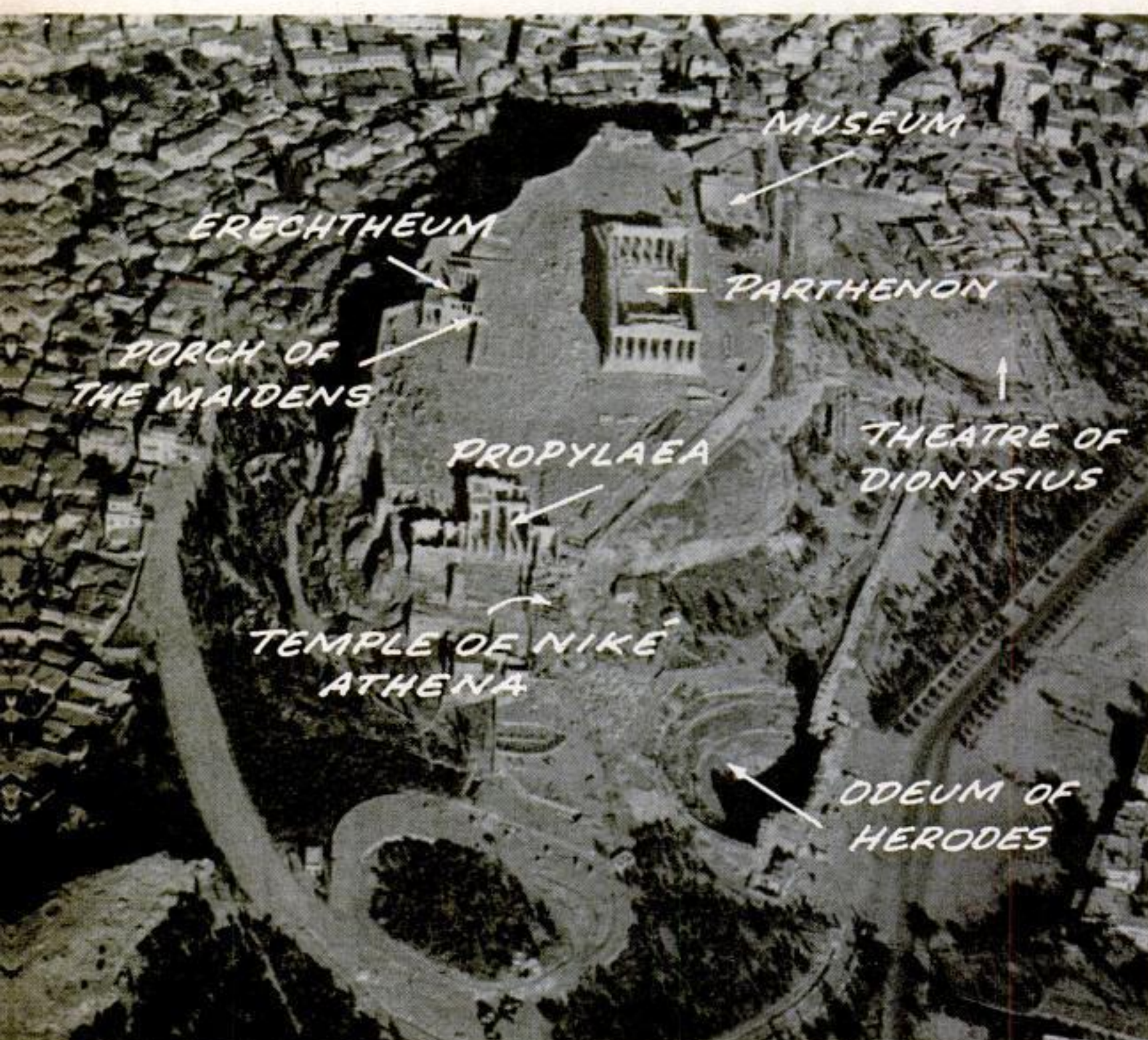
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THE WEST END OF ATHENS' PARTHENON. MOST FIGURES FROM PEDIMENT WERE TAKEN BY BRITISH. NOTICE FRIEZE BEHIND AND FIND GROUP ENLARGED ON OPPOSITE PAGE



Acropolis from the air, looking toward the east. Most of the temples on this built-up hill were to Athens' namesake, the Goddess Athene, who was known as Minerva in Roman mythology.

## ITALIAN BOMBERS MENACE PRICELESS ART OF ANCIENT ATHENS AND ITS ACROPOLIS

The last straw in modern warfare comes as Italian bombers swing over ancient Greece and put in jeopardy what is shown here. The art left by the men of antique Athens has been called the supreme achievement of man. In the year 447 B. C. the Athenians came home to a city utterly destroyed by the hordes of Persia. Starting to work from the ground up, they built their city to the Goddess Athene, in little more than 16 years voted \$58,000,000 for architecture, statues and paintings. Climax of the city was the hill called the Acropolis, which they covered with temples and statues, including a colossal Trojan Horse to commemorate the victory over Troy.

What remains is shown in the airview at left. The large rectangle at the top is the chief temple to Athene Parthenos (the Virgin) or the Parthenon, shown again above. Columns at lower (western) end of the hill are the entrance hall or Propylaea by which Greeks who had climbed the zigzag path up the face of the cliff entered the Acropolis. To the right of this is another little temple to Athene Nike (Victory), shown again at right. Last temple to be built was the Erechtheum to various gods, including Athene Polias (Our City).

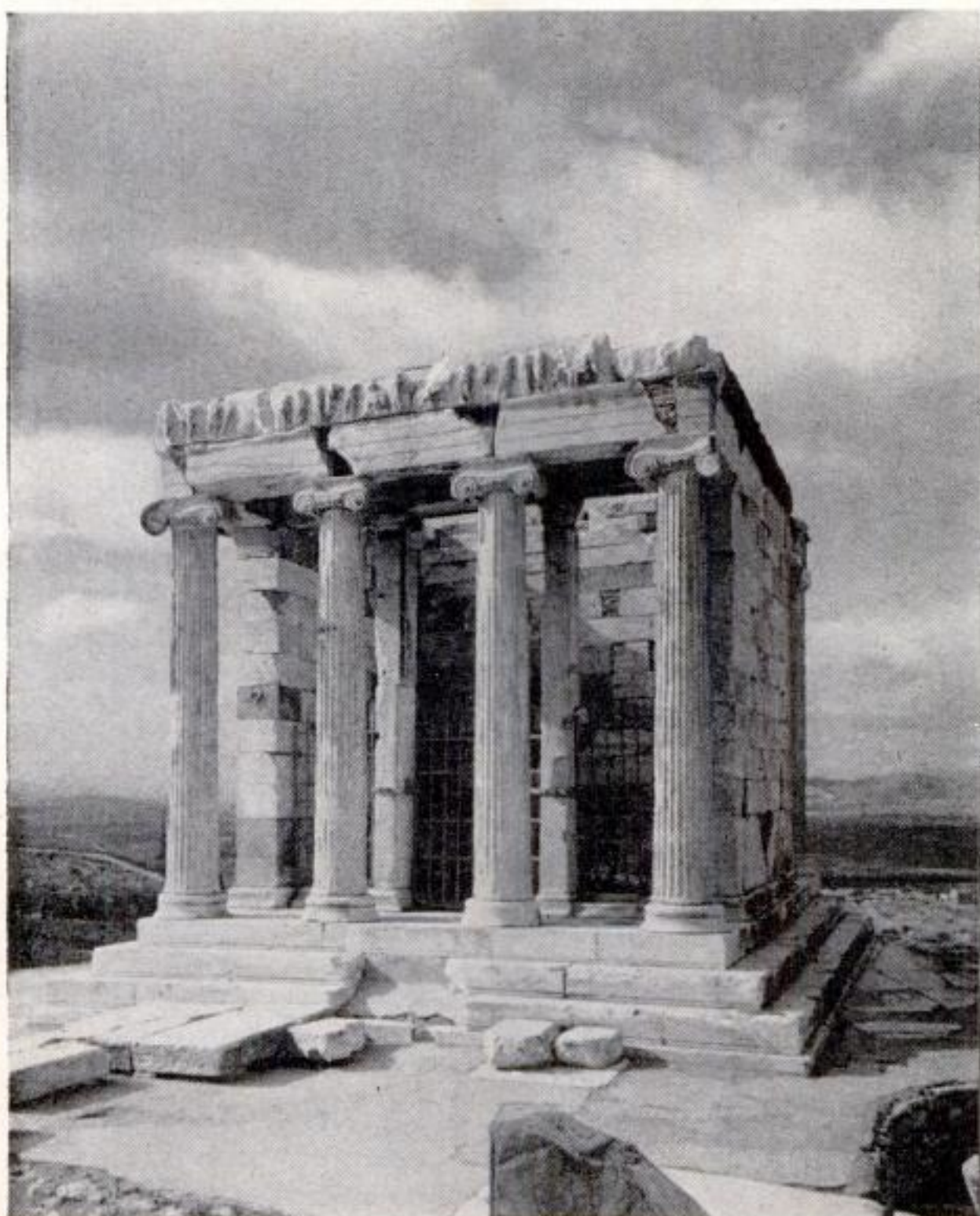
A century later Athens was overshadowed by the conquering Macedonian, Alexander, who was nevertheless so impressed by Athenian democracy that he fawned on Athens and tried to give its culture to the world.

The great temples stood in fair shape through the medieval reign of the Sultans until the Italians besieged Turkish Athens in 1687. The Turks used the Parthenon as an arsenal. Hearing of this, the Italians shelled it and blew it up. The Italian leader later tried to plunder the Parthenon pediment but his workmen dropped and shattered the figures. Another powder-magazine explosion wrecked the Propylaea and a siege in 1807 polished off the Erechtheum.





DETAIL FROM FRIEZE WHICH CAN BE FOUND AT RIGHT SIDE OF PICTURE ON OPPOSITE PAGE. THE FRIEZE RAN ALL AROUND INNER SANCTUARY. MOST OF IT IS PRESERVED



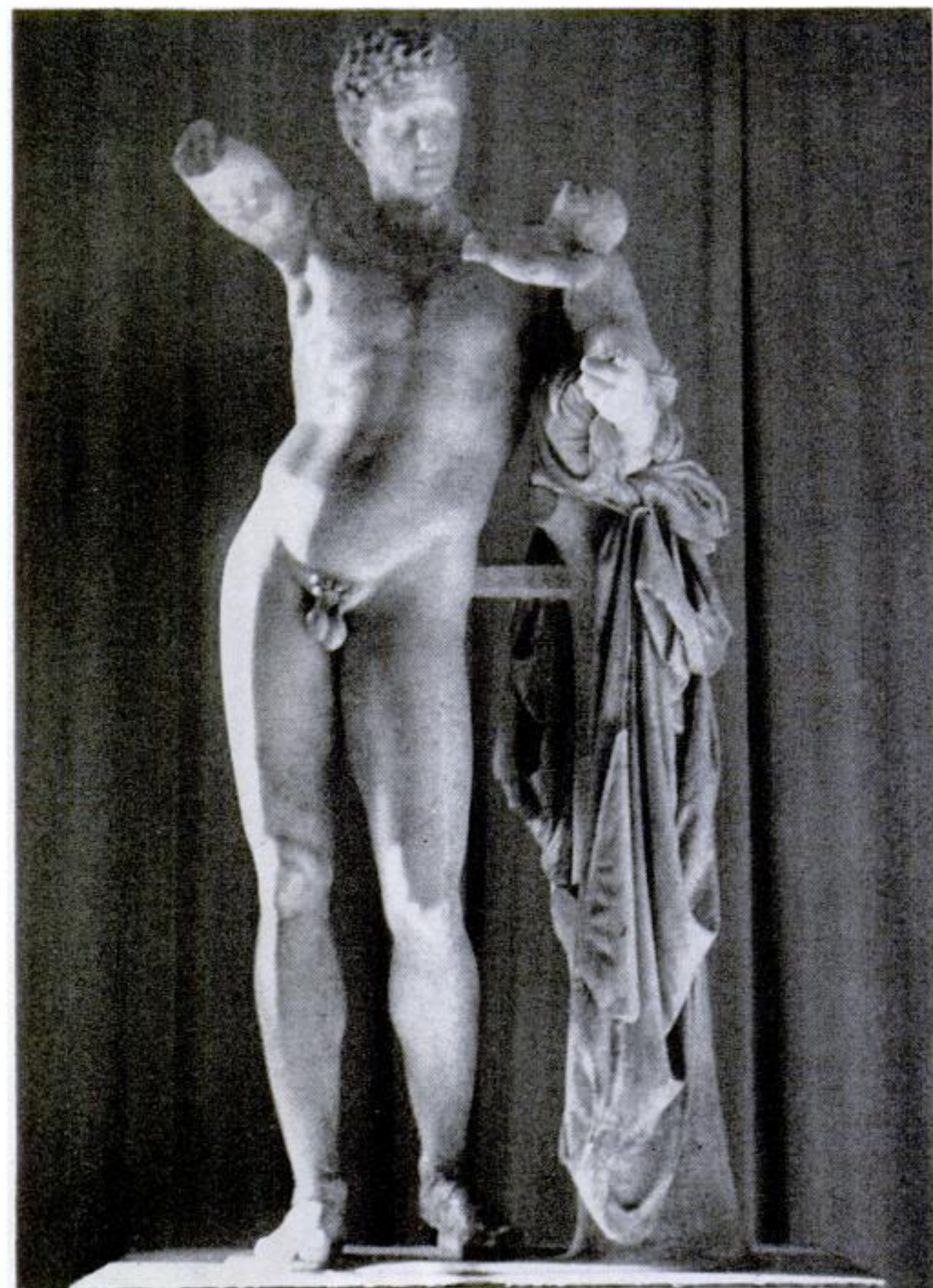
**Temple of Athene Nike**, near entrance hall to Acropolis, had an outside balustrade on which in ancient times stood the superb winged victories by Phidias.



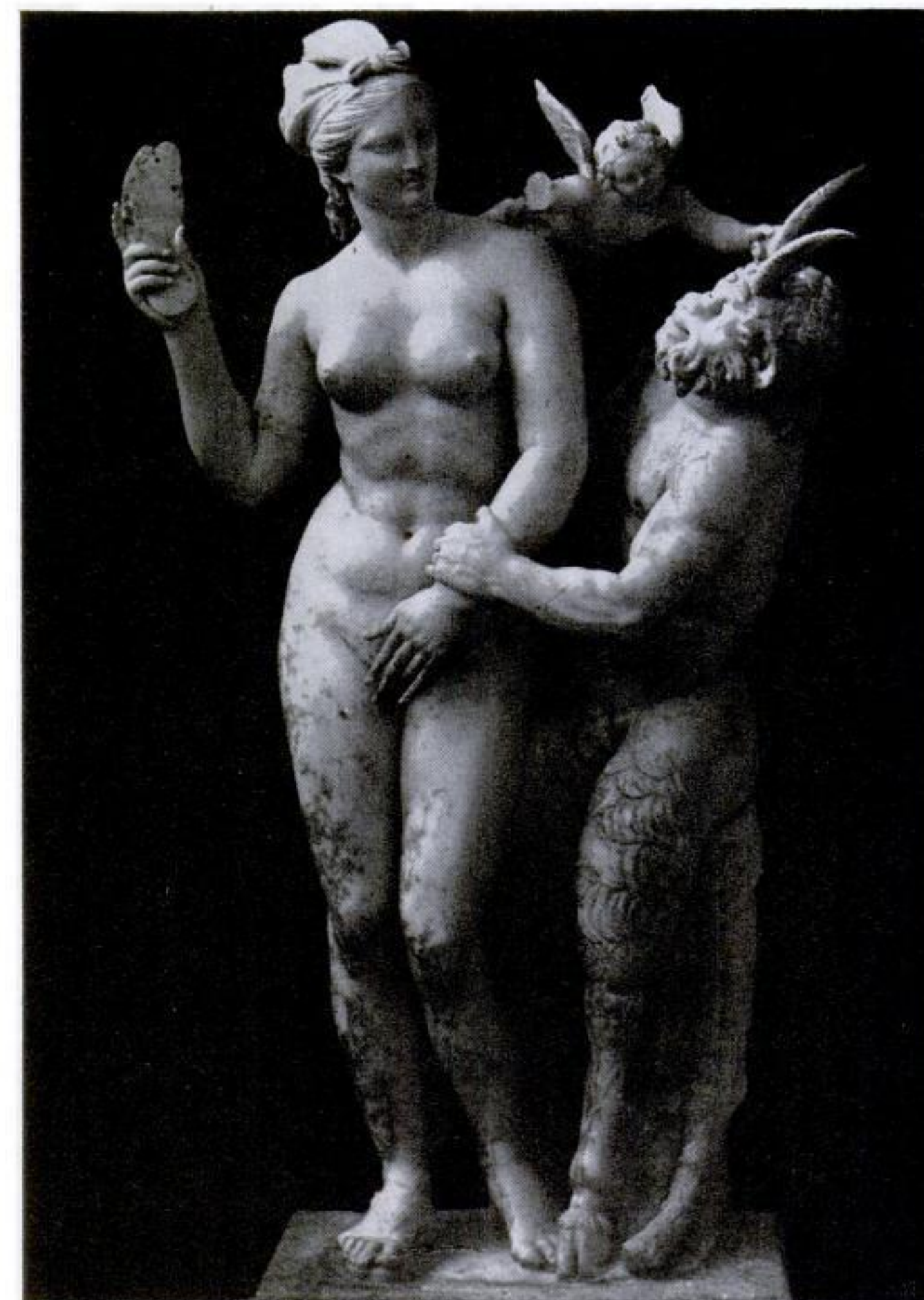
**The gigantic temple of Olympian Zeus**, built by Roman architects and completed after 300 years by

Roman Emperor Hadrian in 129 A. D., stands in ruins to southeast of Acropolis which appears in background.





**Masterpiece** is Praxiteles' *Hermes Carrying Dionysus*, considered by ancient Greeks a minor work. It was found by German excavators at Olympia, is in museum there.



**Hellenistic art**, beginning about 350 B. C., lost noble and austere sense of proportion, produced such lush and pleasure-loving work as this of Aphrodite and Pan.

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...because of their family background

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Jump Out of Bed  
in the Morning  
Rarin' to Go



The liver should pour out two pints of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food may not digest. You get constipated. You feel sour, sunk and the world looks punk.

It takes those good, old Carter's Little Liver Pills to get these 2 pints of bile flowing freely to make you feel "up and up." Get a package today. Take as directed. Amazing in making bile flow freely. Ask for Carter's Little Liver Pills, 10¢ and 25¢.



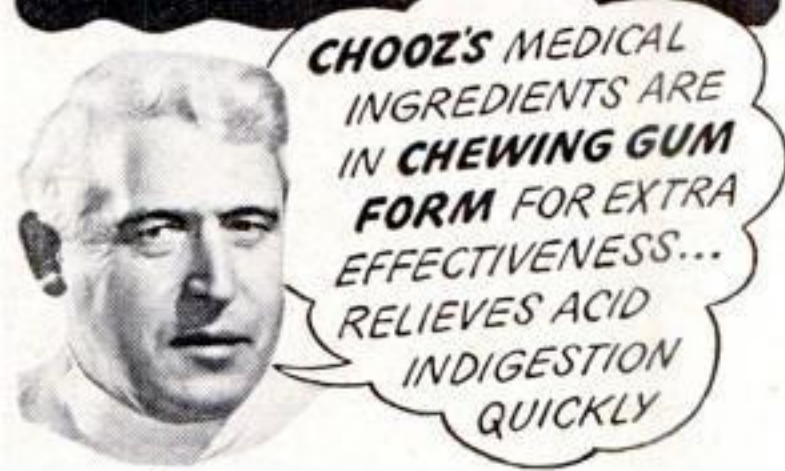
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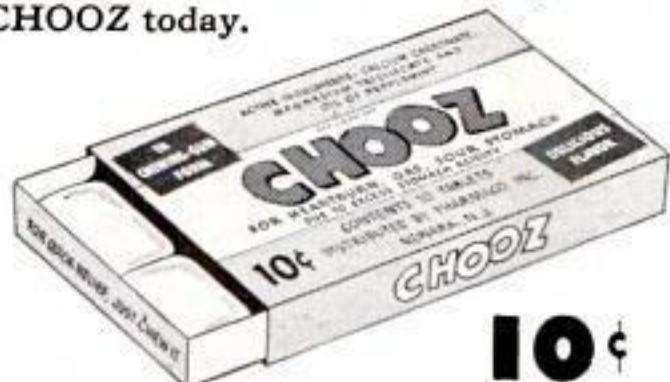


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# CHOOZ

**Chew it for quick relief of acid indigestion  
So Delicious—So Handy**



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HAVE FAVORED  
THIS  
FLAVOR-AGED  
GINGER ALE

## CLICQUOT CLUB

Pale Dry Ginger Ale • Golden Ginger Ale  
Sparkling Water (Soda)

*50 Years a Favorite!*

## WHAT ABOUT UNITY?

(continued)

It was inevitable also that the political tendencies which have gone along with these economic changes should deepen the division. The very nature of the reforms required the establishment of new agencies of government, thus stirring further the normal apprehensions about enlarging bureaucracy and control exercised from Washington. President Roosevelt intensified these apprehensions by his attempt to enlarge the Supreme Court, thus giving ground for fears that he was seeking larger powers than we had traditionally allowed the Presidential office.

### The fear of creeping state socialism

With all of this went something deeper. For along with the social and economic reforms appeared the unorthodox conception of public spending which to many seemed a revolutionary change. Many began to think that they saw tendencies toward deliberate weakening of the private capitalist system and the substitution of a creeping state socialism. Some of the actions and utterances of Administration officials aggravated these fears. All of these events took place against a background of revolutionary change in Europe. The spectacular rise of totalitarian government abroad only increased the anxiety here whenever parallels, no matter how innocent, were noted.

And some of these parallels have been innocent ones. Measures suspected as tending in the totalitarian direction often have been only the products of those complications of modern life which have been resulting in increased government control for more than a generation. We established control over railroads. When radio appeared we imposed control over it. When the automobile appeared, city governments had to assume over this new kind of machine traffic control that was undreamed of in the horse and buggy days.

Many fears about this sort of thing have been misdirected. Yet no one who has observed Washington closely during the last few years can deny truthfully that there are within the government some who are suspicious of, or at least unimpressed by, the place that private enterprise and private initiative has in our system. This attitude has created an atmosphere which has bred among businessmen deep mistrust and suspicion. I do not think that the Roosevelt Administration, however innocent its intentions may be, has taken care to preserve the confidence that must be preserved if popular government is to remain healthy. This is not to say that it should have refrained from pressing reforms even though some of those affected resisted. That is one thing. It is something entirely different to allow to grow up, in a large and powerful class of our citizens, an almost universal suspicion as to the ulterior purposes of the government. Therefore, just as it would seem incumbent upon all groups to accept now the Roosevelt reform program, it would seem likewise incumbent upon the Administration to make more effort to gain, or at least to justify, confidence of all groups in its fundamental purposes—and that means the confidence of the management and investment groups, not only of the labor groups. Nothing can be gained at this time by perpetuation of this division.

### An area of agreement about the war

We have been of late divided over our relation to the war. It would serve no purpose to review the history of that division. However, there have emerged now areas of agreement which appear to have sufficiently general support to warrant their acceptance all around.

We are agreed that we shall keep out of war if we possibly can with honor and without jeopardy to our national interests. We are agreed that all possible aid, consistent with our own defense situation, shall be supplied to Britain. We are agreed that our defense must be developed as rapidly as is humanly possible. Both President Roosevelt and Wendell Willkie agree upon those matters. By every test an overwhelming portion of our people agree upon them.

Then let us take our stand upon them and forget this recent mood of suspicion as to what somebody is trying to do. This mood developed to a menacing point in the presidential campaign. Mr. Willkie and his supporters were accused of secretly favoring appeasement. President Roosevelt was accused of secretly maneuvering to take this country into war. It is clear, even by the pledge that President Roosevelt himself felt it necessary to make in the campaign, that a considerable portion of our population is opposed to active participation in the war on the basis of anything in the situation as it now stands. Even if Mr. Roosevelt had secret designs,

CONTINUED ON NEXT PAGE

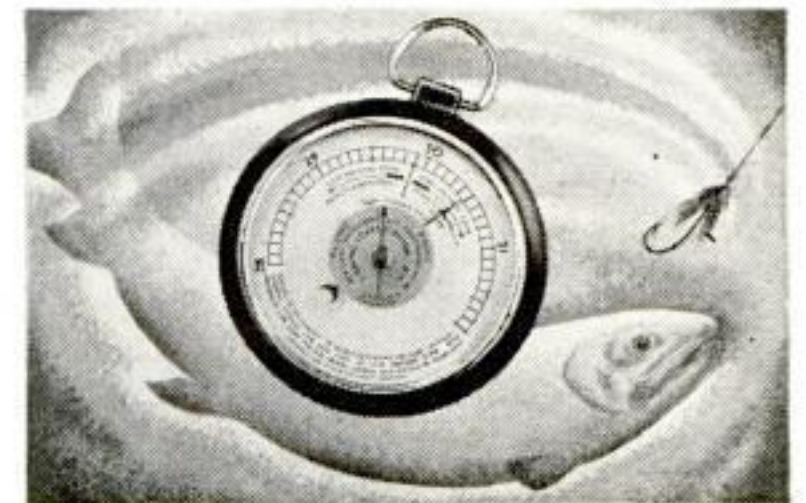
## MAKE YOUR AUTO TRIP AS EXCITING AS AN AIRPLANE RIDE...



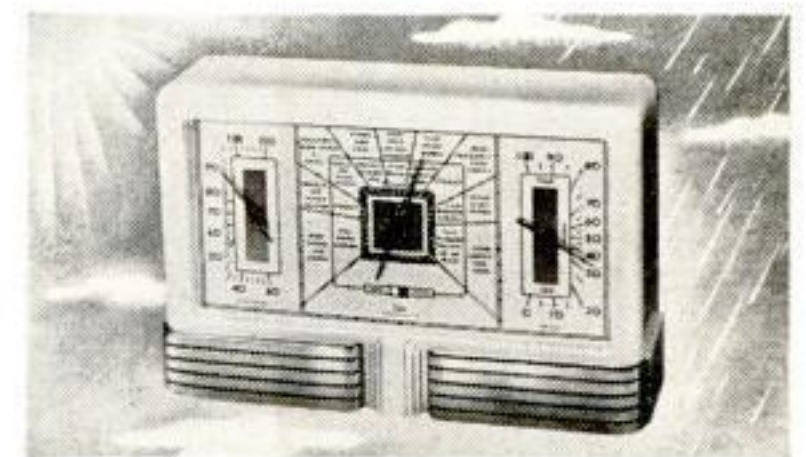
YOU won't take off while you're soaring over those hills, but you certainly will find a new interest in motoring, with the Taylor Auto Altimeter. It tells you exactly how high those hills and mountains are. The accurate movement of the Taylor Auto Altimeter is cased in walnut plastic with chromium trim and two-color harmonizing dial. It can be easily and permanently mounted on the windshield moulding or anywhere in the car in a few seconds. (Fact is, in 60 seconds.) Two models for varying altitudes! No. 2068-C, ranged to 5,000 feet, \$5.00\* No. 2068-D, ranged to 10,000 feet, \$6.00\*.



### GIFT TIPS FROM TAYLOR



The Taylor Fisherman's Barometer is the only gift for a rod and reel enthusiast. It tells him when the fish will bite. Thousands of fishermen have proven this fact, in tests throughout the country. Green plastic case, 3½ inches in diameter, with chromium trim and unbreakable crystal. Packed in imitation leather carrying case. No. 2280-F, \$5.00\*.



Give this Fairmont Combination Stormoguide—Here's the answer to your questions about weather. This attractive combination will forecast the weather, give you the temperature and the humidity. A signal device tells you at a glance whether the barometer is rising or falling. Cased in ivory plastic with gold trim (finished) and two-tone gold dial. No. 2269-C, \$15.00\* In walnut plastic case, No. 2269-W, \$15.00\*.

\*Prices slightly higher west of the Rockies and in Canada.

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## Taylor INSTRUMENTS



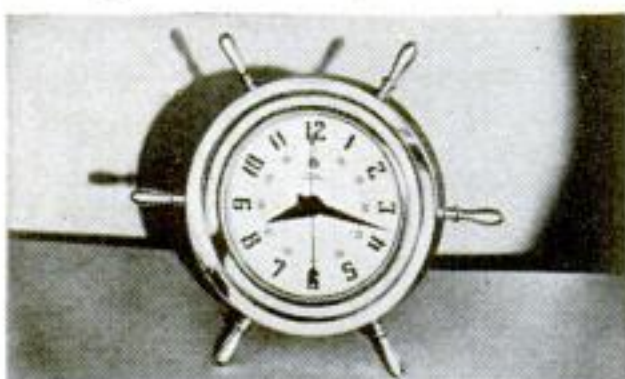
"Time for  
our nap, Dolly"



"Just look at my new Telechron electric clock, Dolly, and you'll see that it's time for our nap. So let's go to sleep quickly. Mummy will wake us up promptly, because we have Telechron clocks in every room. That means we have the same time all through the house."



**CAFE** is designed for the kitchen, pantry or bathroom wall. The plastic case comes in ivory, green, white, black or red colors. Priced at **\$4.95**. Telechron clocks, priced from \$2.95 to \$17.50, are sold by leading dealers throughout the country.



**RESOLUTE** is a grand model for people who love the sea and ships. A simple design in gold-colored metal, it costs only **\$5.95**. **Flotilla**, same design but with black metal case and gold-colored spokes, is an alarm, priced at **\$6.95**.



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Massachusetts  
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IN CANADA: THE CANADIAN GENERAL ELECTRIC CO.  
A Telechron clock in every room provides a synchronized timekeeping system—like the Telechron systems that keep time so efficiently for schools, hotels, hospitals, and public buildings.

**Telechron**  
REG. U. S. PAT. OFF.  
**SELF-STARTING  
ELECTRIC CLOCKS**



**Raymond Clapper**, political columnist and author of LIFE's article, interpreted election returns for NBC. He is sitting at left, with other commentators: John B. Kennedy, H. R. Baukhage, Graham McNamee (standing), H. V. Kaltenborn, Earl Godwin.

## WHAT ABOUT UNITY? (continued)

which we should not assume that he has, the mood of Congress, supported by strong sections of public opinion is sufficient protection against any action in that direction. Powerful as the presidential office is, I do not believe that one man can use it to force the nation into war, unless the situation is such as to cause a very large section of the public to favor war. We can well afford to lay aside suspicions on that score. We can well afford to take our stand upon the area of agreement already outlined and to confine our debate to the question of whether proposed actions are in satisfactory harmony with those purposes. We have in such procedure a means of preserving our underlying national solidarity while retaining the liberty to debate means of implementing the policy.

## Defense program can resolve our differences

As for the defense program itself, we may have in it something that will act as a solvent for our differences. About the need of defense, the need of as much defense as we can produce during the next two or three years, there is no present argument. The whole nation, from top to bottom, from left to right, from east to west is in agreement. It is recognized as the primary need of the time. There, in that recognition, is our opportunity for solidarity. In fact, we already have it. The only controversy is whether enough is being done. This kind of controversy can only serve a useful purpose in spurring us toward the common objective.

In other respects, the defense program can serve as a solvent. We are divided as to whether the Government should go so deeply into debt, whether we can keep up this heavy expenditure indefinitely. Yet the expenditure must be kept up. We have no alternative. For the simple reason that, regardless of our economic theories, we have to go ahead with the largest program of peacetime government spending in our history. The heretofore highly relevant argument over New Deal spending as an economic stimulant now becomes academic. Therefore for the present, while defense needs remain unfulfilled, we can adjourn the controversy over government spending as a deliberate policy until some future time when we will again have the option of spending or not spending. It is useless to argue this matter while it remains in the academic stage.

Thus the defense program serves as a catalyst to draw us all together during the period when solidarity is so much more urgent than normally, and through it we may find many of our conflicts automatically dissolved.

Over all, there has been, in addition to the specific causes of internal conflict such as those just mentioned, a feeling of anxiety, of mistrust, concerning President Roosevelt himself. This mistrust arises out of his personality, his public character, his seeming love of power, his poorly disguised eagerness to obtain a third term. The extent of that mistrust may be debatable. His re-election by a popular majority of 4,500,000 as contrasted with the popular majority of 10,800,000 in 1936 affords some measure of it. Another index of it is the private feeling of many who felt that a third term was not desirable ordinarily but that the international crisis was so acute that it would not be safe to change now, especially into inexperienced hands.

Unquestionably there is fear among a considerable number of people that Mr. Roosevelt will construe his re-election as a mandate in the sense that he construed the 1936 re-election. One could spin out a long analysis about what the election meant but the value of it is questionable. More to the point are the facts that Mr. Roosevelt has been returned for a four-year term, that he has been returned in face of a good deal more opposition, and more intense opposition, than he had before; and that he can do much toward reassuring at

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Try the Noxzema Luxury Shave tomorrow morning. Right now for a limited time drug stores are featuring the 75¢ jar of Noxzema, for only 49¢. Get your jar today!



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## NEW DISCOVERY

For **WORMING** Your Puppy or Dog  
Without Danger of **TOXIC POISONING!**

Thanks to the NEW Glover's Imperial Capsules, the danger of toxic poisoning and violent after-effects from worming your pet is at last removed. This was never before possible in a worm medicine! They not only expel Round Worms (Ascarids) and Hook Worms, but also Whip Worms—all THREE! Think of the **ECONOMY**—only 25¢!

FREE DOG BOOK—Write Glover's, Dept. 17, 460-4th Ave., New York.

**ONLY 25¢ GLOVER'S  
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YOUR VOTE**

Smart men are voting the popular All American Handkerchief ticket—They favor these man size sheer perfect quality fine cotton handkerchiefs... Neatly hemstitched and inexpensive. Ask for them by name.

SOUTHERN HANDKERCHIEF MFG. CO., GREENVILLE, S. C.

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# LIVELY

**FLAVOR FOR  
COCKTAIL  
SAUCE**

## A-1 SAUCE



least the more reasonable portion of this opposition. There are some who will never be reconciled to him no matter what he does.

But I am certain there are large numbers of people who voted against Mr. Roosevelt who are not irreconcilable and who are needed in the game. It is to them that Mr. Roosevelt could address himself with, I believe, worthwhile results for the success of his third term and for the welfare of the country. Had Mr. Willkie been elected, he would have had the same problem with different groups. He would have had to work to win the confidence of labor, just as Mr. Roosevelt must work to win the confidence of middle-class groups which have turned against him. These, then, are some of the practical matters involved in this question of national unity. They all play their part, large or small, in creating the national spirit or in destroying it.

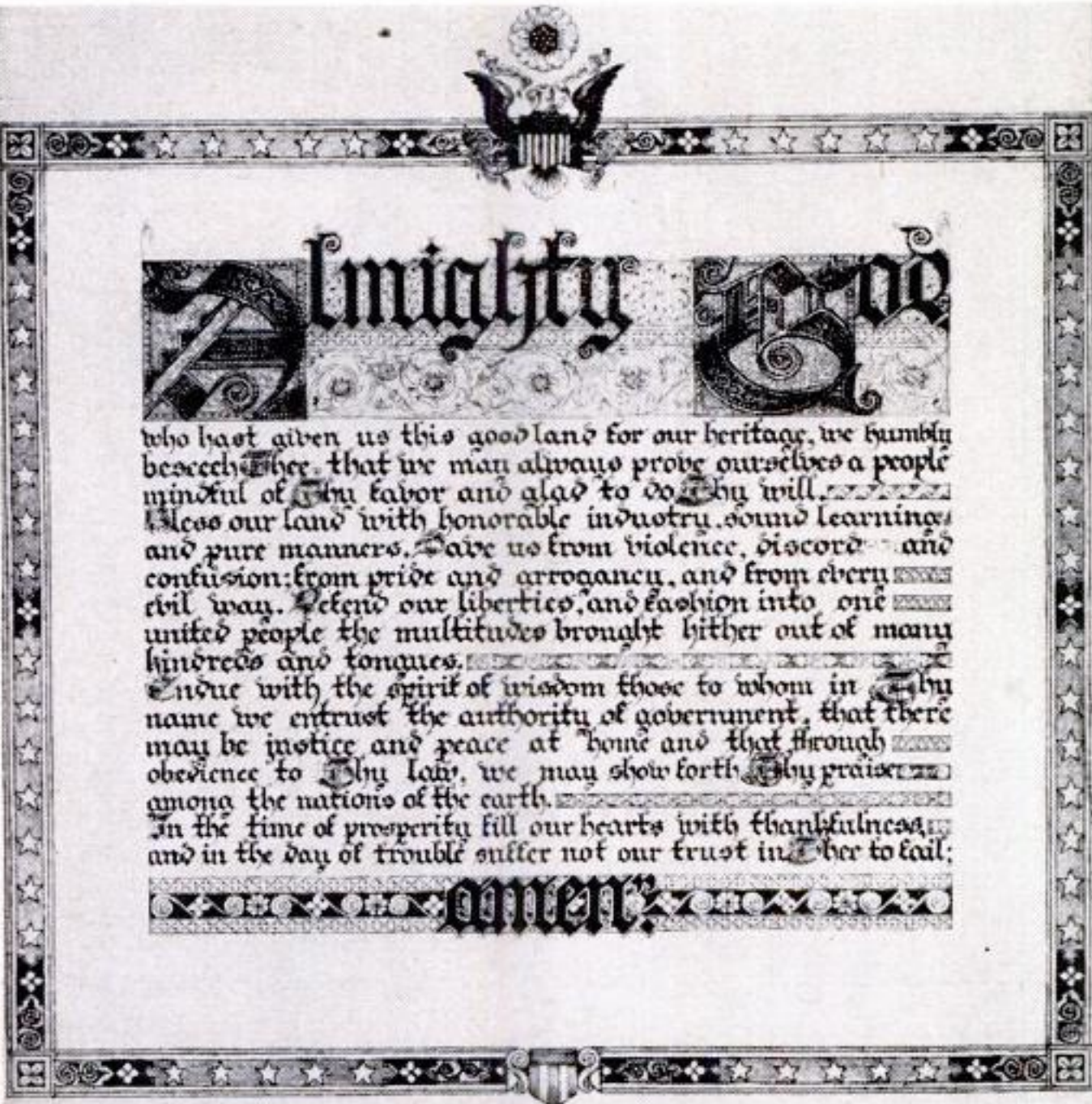
Perhaps we are now ready to turn the page upon the last ten years of doubt and confusion. Perhaps we are ready now to recover our old resolution and faith. I have tried to suggest specifically some of the ways in which it might be done. That it should be done, that it must be done, I have no doubt.

**The faith of Americans in their country**

During the last ten years we have had many moments of inner soul-searching. We have been unsure of ourselves. We have been unable to fathom some of the paradoxes before our eyes. We have had an abundance of food but we also had starvation. We had factories but they did little work although the wants of the people went unsatisfied. We have seen other nations turn away from our kind of life. We have seen men coming into power in other nations who said our way of life was futile and destined to extinction. It was, they said, flabby, incompetent, decadent, poorly devised to serve. They would have none of it for themselves and soon they began extinguishing it wherever they could lay hands on it. They promise to drive it from the face of the earth. But we know they will not. Many times and in many places we have seen truth crushed to earth and it has been slow to rise again. But it has not been crushed here. We are resolved that it shall not be.

In 1910, when we were very young, before our faith had been tried in the ordeal of this ghastly century, Herbert Croly, in *Promise of American Life*, said this about us: "The faith of Americans in their country is religious, if not in its intensity, at any rate in its almost absolute and universal authority. It pervades the air we breathe. The skeptic is not controverted; he is overlooked. We may distrust and dislike much that is done in the name of our country by our fellow-countrymen; but our country itself, its democratic system, and its prosperous future are above suspicion."

We know now, as we watch this brutal march against our kind of civilization, that we have something to save, something worth saving, something that will be saved. Once more we feel our spirit rising, and we feel coming back the coursing blood of our eternal youth.



Roosevelt's Election Eve prayer for "this good land" ended his radio campaign. The President may have recalled it as the Rector's favorite at Groton School. Written in 1892 by George Lyman Locke, it is here illuminated by Arthur Szyk.



**NOTICE HOW MANY  
MEN PICK WIVES  
WITH LOVELY  
"SCHOOLGIRL COMPLEXIONS"!**

**TO HELP KEEP YOUR SKIN ALLURING, USE  
THIS SOAP MADE WITH OLIVE AND PALM OILS!**

SO YOU'RE ENGAGED TO ED! HOW GRAND! I'VE NOTICED THAT SUCCESSFUL MEN USUALLY PICK GIRLS WITH "SCHOOLGIRL COMPLEXIONS" LIKE YOURS! I WISH I COULD DO SOMETHING ABOUT MY DRY, LIFELESS SKIN...

HAVE YOU TRIED PALMOLIVE SOAP? IT'S SO GOOD FOR DRY SKIN!

YOU SEE, PALMOLIVE IS MADE WITH OLIVE AND PALM OILS, NATURE'S FINEST BEAUTY AIDS. THAT'S WHY ITS LATHER IS SO DIFFERENT, SO GOOD FOR DRY, LIFELESS SKIN! PALMOLIVE CLEANSSES SO THOROUGHLY YET SO GENTLY THAT IT LEAVES SKIN SOFT, SMOOTH, RADIANT!

WELL, YOUR GORGEOUS COMPLEXION CERTAINLY SPEAKS WELL FOR PALMOLIVE! SO, I'M GOING TO GET SOME RIGHT NOW! HERE'S HOPING THAT BEFORE LONG I'LL BE ANNOUNCING MY ENGAGEMENT, TOO!



**MADE WITH  
Olive and Palm Oils  
TO KEEP SKIN SOFT, SMOOTH**

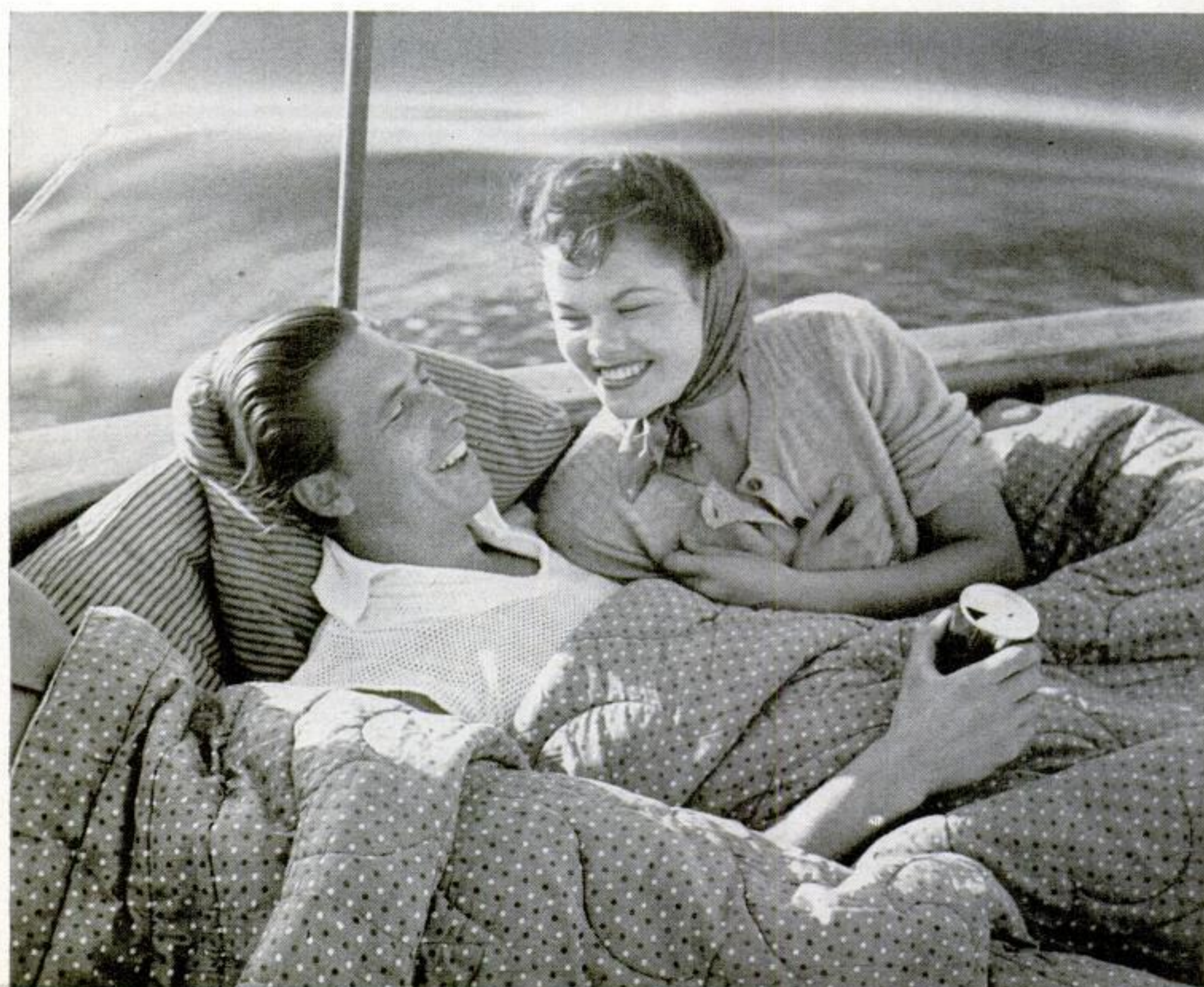




HEALTHY HAPPY GUARDS AND GIRLS LOLL LAZILY IN NOONDAY SUN



AMBUSHED BY PLAYFUL GUARDS, MONICA ROACH SQUEALS AT PROSPECT OF EARLY MORNING PLUNGE



ALL SNUG AND BUNDLED IN THE CHILLY DAWN, REGGIE PARTON AND AQUABELLE RUTH STRODE SHARE A BEER

## Life Goes to a Santa Monica's crack guards take



SLOOP "SEA HAWK"

Early one morning, fortnight ago, the slim sloop *Sea Hawk* put out from Santa Monica pier and nosed northward to Point Dume. It was very important that the sun should appear, white and strong, for those aboard the *Sea Hawk* had lived all summer in two elements—sunlight and salt water—and now they were marking summer's end with a final outing at sea. Hosts on this ocean party were members of Santa Monica's crack Life Guard Service—best equipped in the land, protectors of Marion Davies, Norma Shearer, Cary Grant, other stars whose homes line famed Santa Monica beach. With them sailed their girls, some Aquabelles from the San Francisco Fair, all able swimmers, all lovers of the sun and sea.

The sky was just pinking over Malibu hills when the *Sea Hawk*—borrowed for the day from Actor Arthur Lake—started up the coast. To keep warm, guards and girls rolled up cozily in comforters on deck. Then as the sun rose higher and sea mists





A LITTLE ROUGHHOUSE BEFORE LUNCH SENDS ONE GUARD HEAD OVER HEELS INTO THE WIDE SALT SEA



AQUABELLES DON "KICKY FINS" TO INCREASE SWIMMING SPEED

## *Lifeguards' Party* their girls on an oceanic outing

lifted, they peeled off sweaters, pulled on bathing suits and shorts and stretched out together in the warm light with catlike satisfaction. At Point Dume, 20 miles north of their beach, they dropped anchor and went overboard to catch lunch.

Diving for abalone, lobster and octopus in beds of entangling kelp is a hazardous sport, hence the Aquabelles stayed on paddle boards, spotted game by peering into the depths through glass masks (used professionally by the guards when searching for drowned victims), and let their expert hosts do the underwater work. Wearing masks and "kicky fins" (rubber duck feet which double swimming speed), boys dived for abalone and for spiny lobsters which they captured by grabbing their feelers, yanking them out of their holes.

Soon they had enough for lunch. They boiled their seafood ashore, ate it aboard their sloop. Then in the afternoon, languor stole over them and they dozed side by side on the deckboards. As they sailed home through the slanting sunlight, they realized with quick regret that the day had been brief, the hot golden summer finally fled. Soon winter's fogs would billow over empty beaches from the sea.



ASTRIDE PADDLE BOARDS, SWIMMERS CONVENE OVER A KELP BED WHERE LOBSTERS LURK AND ABALONE ABOUND





*Beauty, plus!*

It's easy to see the beauty of Berkshire Stockings... their filmy sheerness, their smart shades. But, only by wearing them can you learn about the extra service that's knit into every lovely pair. To have that double thrill of beauty-plus-wear, get Berkshires.

GLADYS PARKER

Guaranteed as advertised in Good Housekeeping  
BERKSHIRE STOCKINGS

Ask also for Berkshire Kantruns—the sheer, lacy stockings that will not run.

**Berkshire STOCKINGS**

Made by Berkshire Knitting Mills, Reading, Pennsylvania, the world's largest manufacturers of full-fashioned stockings

*Everything under Control!*

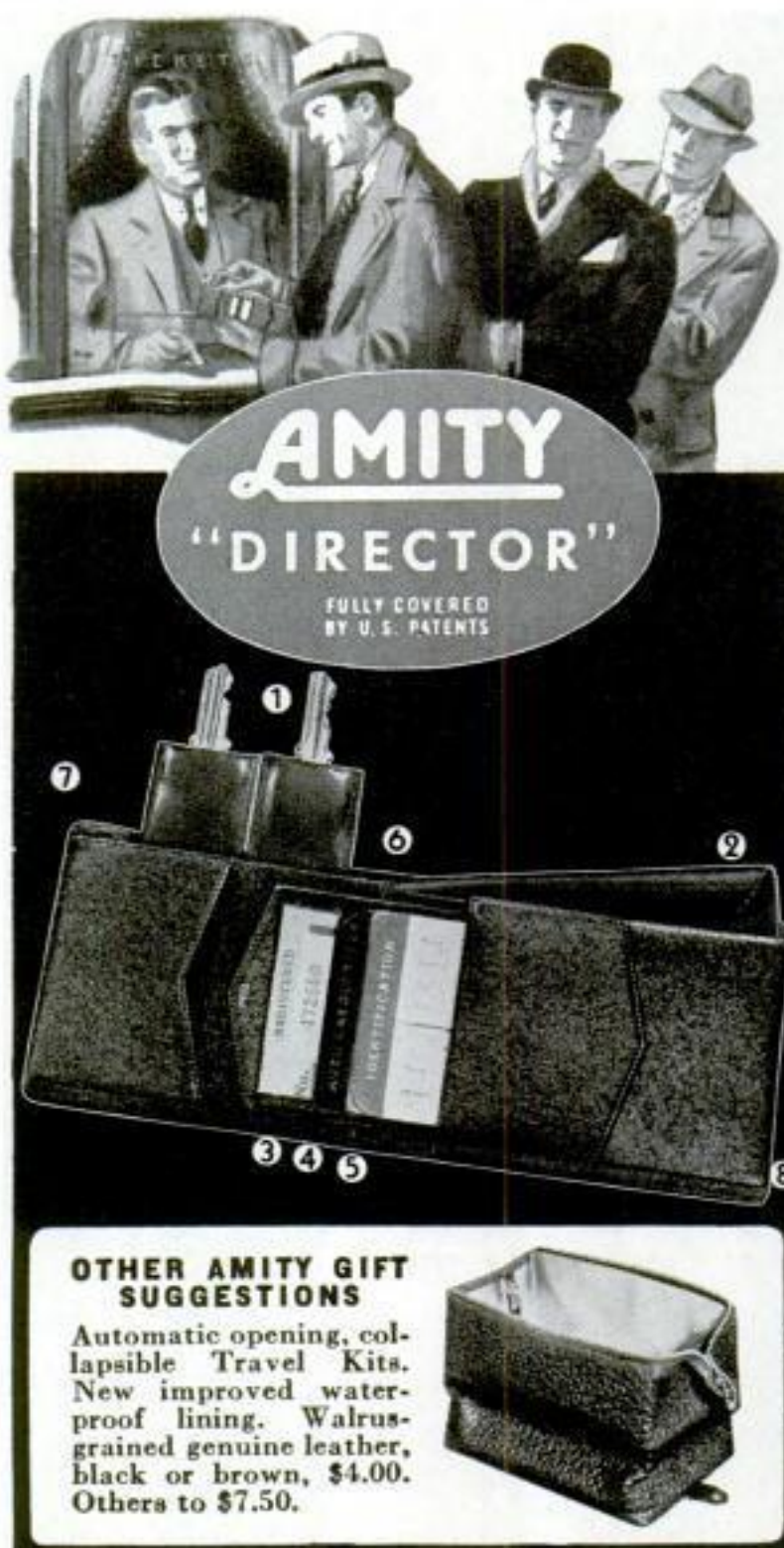
Yes, indeed! When you reach for your Amity "Director" Billfold you always have the situation well in hand. No fumbling, no delay, no confusion.

Even those extra bills in the secret hide-away pocket can be slipped out in a jiffy. Note the 8 distinctive features found only in the "Director," then remember that every Amity Billfold is made by the finest of craftsmen and of selected genuine leathers. Key Cases to match if you wish.

*Imitated, yes, but only the "DIRECTOR" has all these 8 features originated by AMITY*

- 1—Spare Key Pockets—no lockouts
- 2—Secret Currency Pocket
- 3—Sliding Card Pocket
- 4—Free Registration Service
- 5—Colored Card Holders
- 6—Sliding Stay—Prevents buckling
- 7—Branded Genuine Leather
- 8—Edges Turned and Stitched

Look for the Amity "Director" Billfold display at your leading stores. 8-feature "Directors," \$3.50 up. "Director Jr." (5 features), \$2.50. Other Amity Billfolds, \$1.00 up.



**AMITY "DIRECTOR"**  
FULLY COVERED BY U. S. PATENTS

**OTHER AMITY GIFT SUGGESTIONS**  
Automatic opening, collapsible Travel Kits. New improved water-proof lining. Walrus-grained genuine leather, black or brown, \$4.00. Others to \$7.50.

**AMITY**

AMITY LEATHER PRODUCTS CO., WEST BEND, WIS.



"Bugs" are brought up by Captain George Watkins, chief of the lifeguards. Unlike Atlantic species, spiny lobsters (often called sea crawfish) have no large pincers.



Twenty feet down, Reggie Parton uses tire iron to pry abalone from sea floor. This picture was taken with an underwater camera devised by LIFE's photographer.



Ashore on Point Dume, swimmers boil water for lobster, octopus, abalone. When cooked, seafood was taken aboard the *Sea Hawk* where it was chopped up for salad.

CONTINUED ON PAGE 117



# New Thinness...Smartness...Distinction for Curvex—the most copied watch in the World!

YOU'VE admired wristwatches distinguished for their thinness—and others comfortably curved to fit the wrist.

Now look at a wristwatch that's *both*!

It's the new Gruen Curvex... newest and finest edition of the watch that started the modern trend to curved wristwatches... most-copied timepiece in the world. Now the Curvex is made a full one-third thinner—thin for *any* watch... thinnest *curved* wrist-

watch of all. But still the best thing about it is the patented Gruen Curvex movement. Curved top and bottom to fit the smartly curved case, it utilizes large, sturdy working parts to assure pocket-watch accuracy and long life.

See the new Curvex models at your Gruen jewelers. Gruen watches \$24.75 to \$250; with precious stones to \$2500. Write for folder. The Gruen Watch Co., Time Hill, Cincinnati, O., U.S.A. In Canada: Toronto, Ont.



CURVEX GRANDEE, 17 jewel Precision movement, pink or yellow gold-filled case .....\$49.75



CURVEX COUNTESS, 17 jewel Precision movement, pink, white or yellow gold-filled case .....\$42.50



Above (man's watch)—CURVEX CHEVRON, 17 jewel Precision movement, pink or yellow gold-filled case...\$47.50

Above (lady's watch)—CURVEX CLARION, 17 jewel Precision movement, pink or yellow gold-filled case...\$42.50

A. CURVEX DUCHESS—17 jewel Precision movement, pink, white or yellow gold-filled case.....\$49.75

B. CURVEX BRIDESMAID—17 jewel Precision movement, 14 kt. yellow gold case.....\$67.50

C. CURVEX DUKE—17 jewel Precision movement, yellow gold-filled case .....\$50  
With 14 kt. gold case.....\$87.50

D. CURVEX ADMIRAL, 17 jewel Precision movement, yellow gold-filled case, gray dial.....\$59.50



WHY A CURVED WATCH SHOULD HAVE A CURVED MOVEMENT



Only the Patented Gruen Curvex movement is curved both top and bottom to fit the wrist form case. The Curvex construction assures pocket watch accuracy, ruggedness and long life.



An ordinary flat movement inside a curved case.

\*Reg. U. S. Pat. Office. Patented U. S. Patent Nos. 1855952, Re. 20480, Canadian Patent No. 370997. Copyright 1940 by The Gruen Watch Company.

## GRUEN Curvex\*

GIFTS FROM YOUR JEWELER  
ARE GIFTS AT THEIR BEST

COPYRIGHT 1940, THE GRUEN WATCH CO.





## Which Do You Think Determines *Character*... Heredity or Environment?

**I**DENTICAL TWINS...separated in infancy and raised in different families...have given psychologists their best opportunity to compare the relative effects of these two factors.

With a motor oil, as with humans, it takes both inheritance and training to establish character. Quaker State comes from pedigreed stock...from the finest Pennsylvania crude oil. But that alone cannot assure Quaker State quality. To make Quaker State, this choice crude must go through a refining process to produce a motor oil free from trouble-making impurities and the dangers of sludge, varnish and corrosion.

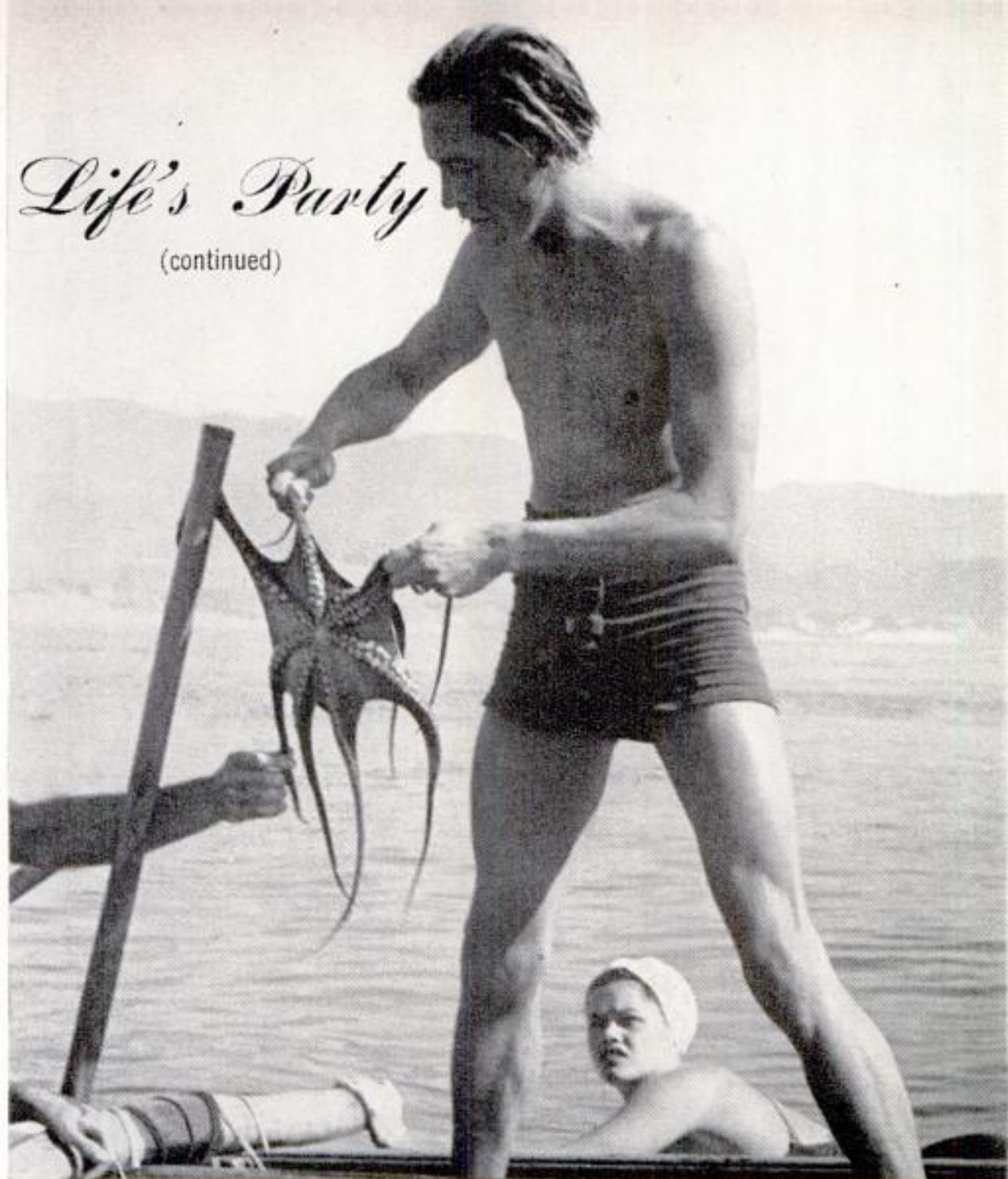
It is only a matter of weeks...perhaps even days...now, till the

oil in your crankcase will face the year's most searching test of oil character. It takes real oil to flow freely at low temperatures...yet give full-bodied protection under hard driving. Now, above all times, you want to know the parentage of your oil...and the way it has been brought up. There may be a split second some time soon, when there is nothing but the character of that oil standing between you and a big repair bill. Quaker State Oil Refining Corporation, Oil City, Penna.

*Trust your car to the Oil of* **CHARACTER**








"Hawaiian chewing gum" is the local nickname for octopus. Here Reggie Parton exhibits his catch while Aquabelle Ruth Strode thinks doubtfully of lunch. As a rule tentacles are only parts eaten and these only by the audacious or very hungry.



Sticky, sticky octopus clings to captor's hand with suction cups. Below: Johnny the Hawaiian kills an octopus the easiest way—by biting it between the eyes. Cut up and boiled, octopus ragout was enjoyed by few. Girls thought it tasted like rubber.

# Honey

BEAUTY ADVISOR

SAYS:

"RED, CHAPPED HANDS PUT YOU IN THE STAY-AT-HOME CLASS!"



NAW, JIM... WE CAN'T GO TO A BIG DANCE LIKE THAT... RUTH HASN'T GOT ANY NEW CLOTHES! BESIDES, WELL... I CAN'T AFFORD A MAID AND SHE'S ASHAMED OF HER HANDS AFTER DOING HOUSEWORK ALL DAY



WELL, I LIKE THAT !!! WHAT DO YOU MEAN — TELLING HIM I'M ASHAMED OF MY HANDS! I AM NOT... BUT YOU ARE!

AW, LISTEN, RUTH... ALL I MEANT WAS... GEE, THERE'S THE DOOR-BELL!



OH, IT'S HONEY... HELLO!

HELLO YOURSELF! ... WHAT'S WRONG WITH YOU TWO LOVE-BIRDS?

IT'S ALL HIS FAULT. HE WON'T TAKE ME TO THE CLUB DANCE BECAUSE MY HANDS ARE SUCH A SIGHT. SO RED AND CHAPPED!



IS THAT ALL? WELL... LET'S SEE IF WE CAN'T DO SOMETHING ABOUT THOSE HARD-WORKING HANDS OF YOURS... SEE YOU LATER, HENRY... AND YOU'D BETTER GET INTO YOUR DANCING TOGS!



GO ON... RUB SOME MORE OF THIS HINDS HONEY AND ALMOND CREAM ALL OVER YOUR HANDS AND WRISTS. IT'S EXTRA-CREAMY, EXTRA-SOFTENING — WORKS FAST!

WHY, EVEN THE FIRST APPLICATION MAKES MY HANDS FEEL SOFTER!



DARLING, I CAN'T UNDERSTAND HOW YOU GOT YOUR HANDS LOOKING SO NICE... IN SUCH A SHORT TIME!

WELL, IT'S VERY SIMPLE, SWEETHEART... IT COMES IN A BOTTLE... AND IT'S EXTRA-CREAMY... AND IT'S CALLED HINDS HONEY AND ALMOND CREAM



New! Hinds Hand Cream. Fragrant, quick-softening. Jars — 10¢, 25¢, 39¢.



YOU CAN'T SEE YOUR ELBOWS... BUT OTHERS CAN! KEEP THEM LOOKING SOFT AND WHITE WITH HINDS HONEY AND ALMOND CREAM. EXTRA-SOFTENING!

WITH cold winds and chapping weather at hand, better stock up with several bottles of Hinds Honey and Almond Cream. Hinds is a fine creamy emulsion—works fast, without a left-over sticky feeling. Helps chapped, dry hands feel softer, prettier—right away! Grand as a powder base, too! 10¢, 25¢, 50¢, \$1 sizes. At toilet goods counters.

Copyright, 1940, by Lehn & Fink Products Corporation

# HINDS FOR HANDS

and wherever skin needs softening!



# Style King Gift Ensemble

matching belt and brace

**\$1 COMPLETE**

Both belt and brace are matched—and packed in attractive gift box. Also available in your choice of other styles and colors.

Alligator-grained\*

Pigskin-grained\*

Steerhide-grained\*

NO matter what color or patterns your suits are there is a Style King Belt or Brace that harmonizes perfectly! From the wide range of Style King colors you can select:

1. The Style King Matched Belt and Brace Gift Ensemble . . . carefully matched . . . packed in attractive combination gift box . . . at only \$1 complete.
2. Or—any two Style King Belts or two Style King Braces . . . or any combination of belts and braces . . . each packed in individual gift box . . . at 55c each or 2 for \$1.

With your wardrobe Style King equipped—suits can be properly rotated without the bother or delay of changing accessories. That means more wear from each suit . . . and more variety in your appearance. Style Kings include your choice of Black, Brown, Tan and Teal (Blue).

\*Style King belts and braces imitate the finest leathers. The materials from which they are made are fabricated exclusively for the Style King line. They are non-fading, water-proof, perspiration-proof, washable and are guaranteed to give excellent wear. Style King belts are cowhide lined. The braces have full-grain leather ends.

If your dealer cannot supply you, send us his name and use coupon below. DEALERS: Send for sample assortment on two weeks trial.

**Style King**  
TRADE MARK

**S. Buchsbaum & Company, 285 E. Huron St., Chicago**  
I enclose \$..... Send me, postpaid, Style King Gift Ensemble: ..... grained ..... color ..... belt size, and free Style Chart. (☐ Button end braces ☐ Clip end.)

Name.....  
Address.....  
My dealer's name is:  
(Be sure to fill in).....

**Style King "Style Chart"**  
... a complete men's wear guide—tells you what you should wear with what for all seasons and occasions. Your dealer will give you one.

**Buchsbaum MANUFACTURERS SINCE 1888 CHICAGO**



LORD & TAYLOR PLUGGED U. S. NAVY-INSPIRED FASHION THROUGHOUT THE

## NEW YORK STORES START A FAD FOR

When LIFE recently suggested the U. S. Navy, with all its trappings and trimmings, as a source of inspiration for women's fashions, it had no idea how quickly and expertly U. S. designers worked. In the Navy issue (Oct. 28), LIFE could only present sketches for many of the items created by New York de-

Heroic sayings of U. S. Navy men, including Captain John M. Philip's "Don't cheer, boys, the poor devils are dying," cover this scarf. Border has flags and pennants.







STORE AND IN ITS ENTIRE BANK OF SEVEN WINDOWS ON FIFTH AVENUE

## NAVY STYLES AND REPORT BIG SALES

signers. By last week, however, stores and windows had numerous nautical notions: scarves, belts, purses, compacts, pins, as well as the gold braid, buckles, buttons and insignia for trimmings. With a full-fledged fad under way, Fifth Avenue's Lord & Taylor reported big sales on their Navy-inspired accessories.

Ship silhouets, from destroyers to aircraft carriers, are used for another scarf. Both are made of rayon challis in red, white and blue combinations, cost \$1.95.





# Prevue of LUXOR'S

## NEW GIFT SENSATIONS!

The thrilling American Beauty gift sets lead the parade... And the glamorous *Luxor* beauty aids make their holiday debut in packages bright with sparkle and excitement.

This year, choose *Luxor*... for every name on your list! A complete selection of these luxury gifts... modestly priced... is on display at leading cosmetic counters everywhere! Yours for smart giving... *Luxor*!



*Enchanting...  
Glamour-Styled...  
This 3-Piece Luxor Gift Set!*

Luxor Complexion Powder... Lipstick... Compact Rouge... the three beauty needs of every woman... in a colorful, star-studded Holiday gift box! You can buy it in any one of five shade-combinations, to suit any complexion, any beauty-type!

... \$1.50 the set.



*Your Proudest Gift...  
The American Beauty Package!*

The fragrance of America's best-loved flower... captured in a fresh and haunting scent... transformed into Luxor's thrilling new American Beauty Cologne, Dusting Powder, and Bath Crystals. The charming matched containers in this gift set are reproductions of the early Colonial "Rose in the Snow" design. Let American Beauty be your key to your lady's heart!

... \$3.00 the set.



*A Rose Garden... In A Liberty Bell!*

Two drams of delightful American Beauty Perfume... in a tiny "Rose in the Snow" bottle copied from an 18th Century antique... and capped with a sparkling Liberty Bell. It's thrilling... it's another Luxor contribution to the Holiday Spirit!

... \$1.00 the bottle.

*American Beauty* comes in many combinations... single packages and smart sets, and includes every bath luxury.

*Luxor's* smart cosmetics are available in 3 sparkling sets, to

give you a complete selection for every lovely American on your list.

And *Luxor* provides handsome, practical gifts for Him. Remember to ask for *Luxor*, when you do your holiday buying.

IF your cosmetic dealer cannot supply you, write us, and we shall see that he obtains a selection to meet your demands.

FOR NEW LOVELINESS

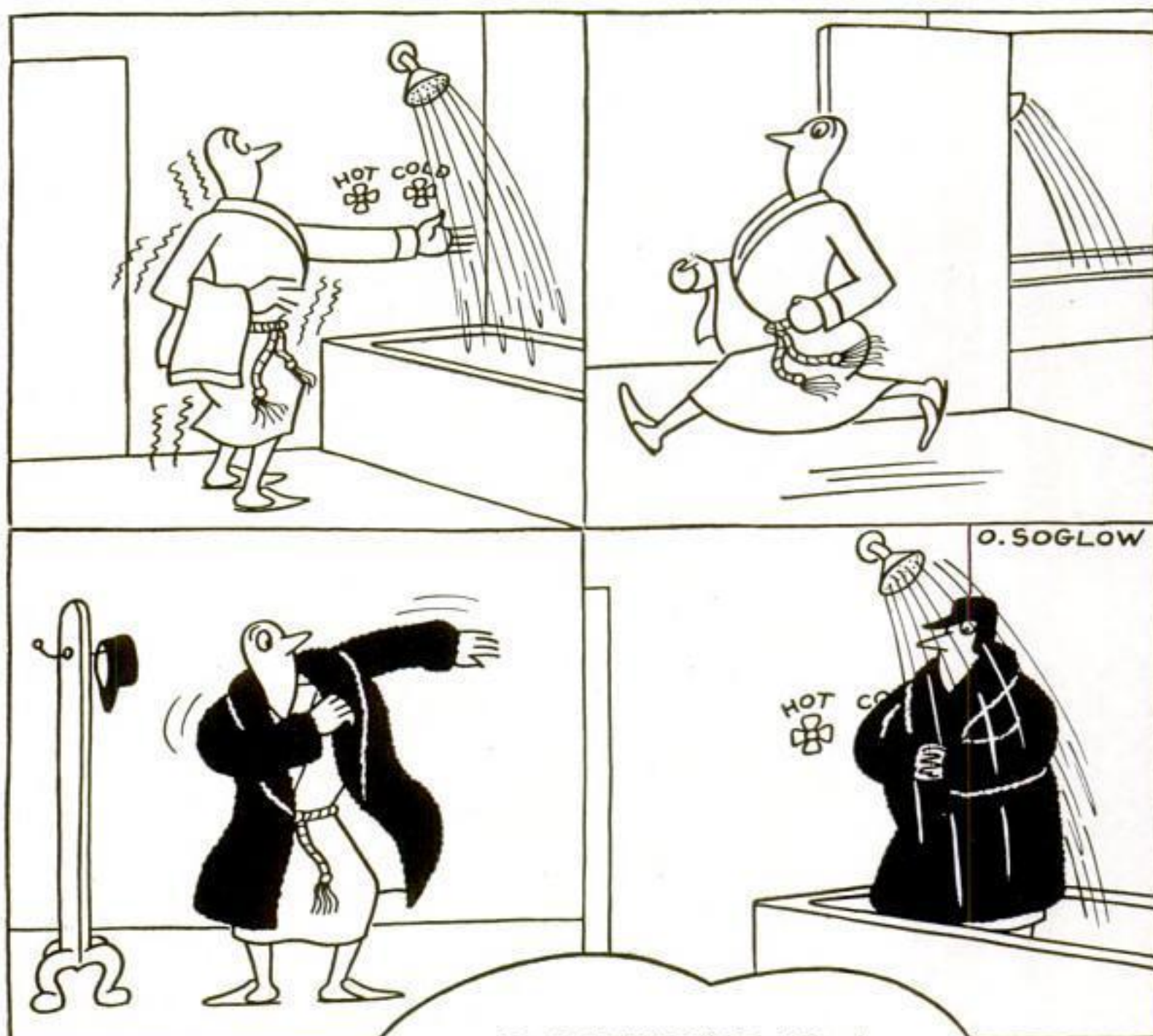
# Luxor

GIFTS IN THE AMERICAN SPIRIT

*Luxor Limited,  
Chicago, Illinois*







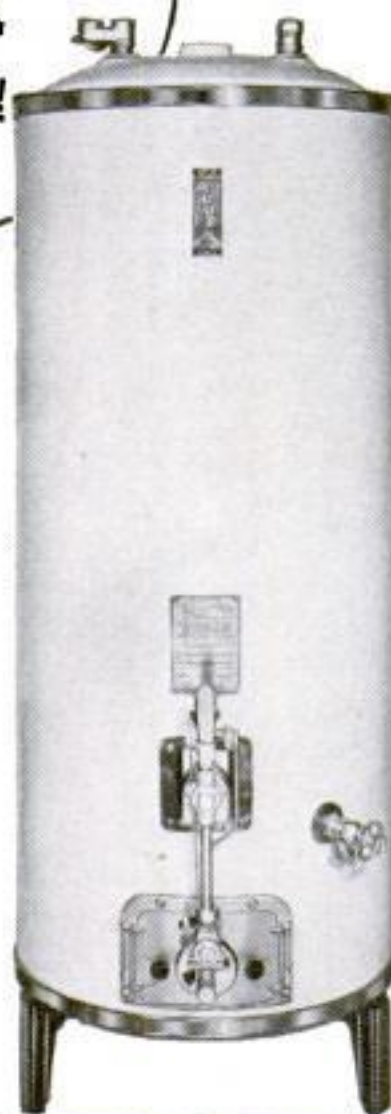
—SO I SWITCHED TO A  
**RUUD GAS**  
WATER HEATER WITH A  
**MONEL TANK!**

Nobody but Mr. Soglow would suggest wearing an overcoat when your shower is too cold. Our suggestion is more practical. For plenty of hot water — hot enough to hop into on the chilliest morning—get a Ruud Automatic Gas Water Heater with a Monel Tank.

Your shower will not only be hot but CLEAN. For the tank of a Ruud Automatic Gas Water Heater is solid Monel, the miracle metal that can't rust and "dirty up" the water. That tank is Monel through and through—not plated, coated or clad. That's why it's guaranteed for 20 years against leaks or failure due to rust or corrosion.

Why delay? Today—see your gas company, plumber or dealer in bottled or tank gas, and see how easy it is to start Monel-protected Ruud Hot Water flowing from your faucets. And remember — Ruud Automatic Water Heaters burn gas, the modern economy fuel.

THE INTERNATIONAL NICKEL COMPANY, INC.  
73 Wall Street New York, N. Y.



# DON'T BARK



...don't cough! Get pleasant relief from a cough due to a cold with Smith Brothers Cough Drops—Black or Menthol—5¢.

**Smith Bros. Cough Drops are the only drops containing VITAMIN A**

Vitamin A (Carotene) raises the resistance of mucous membranes of nose and throat to cold infections, when lack of resistance is due to Vitamin A deficiency.



**HANDKERCHIEF TEST PROVES  
VITAL ZONE ALWAYS SPOTLESS**

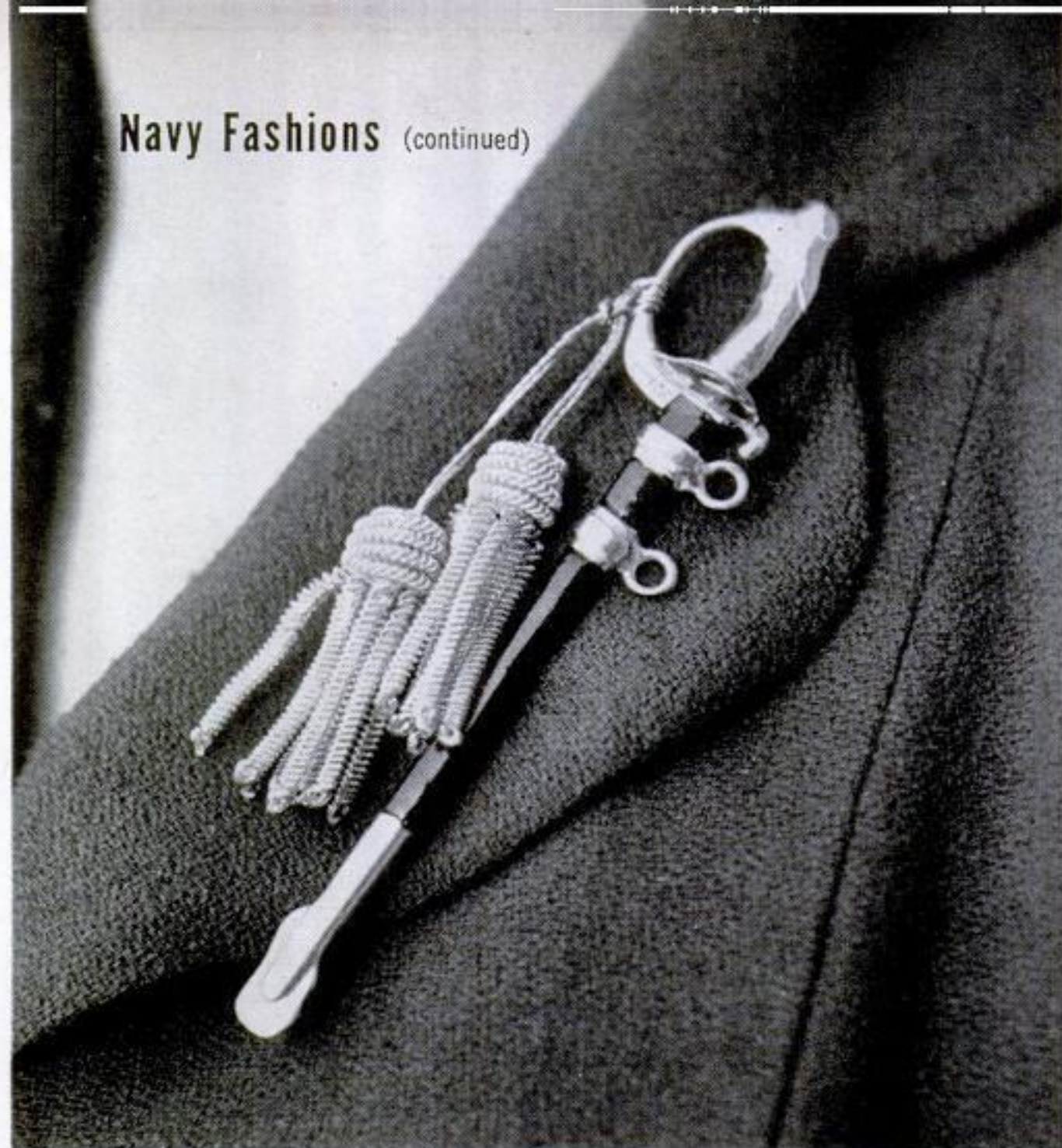


Always clean and free from goo no matter how often you smoke it. Challenging higher-priced pipes in briar quality and value.

WM. DEMUTH & CO., NEW YORK



## Navy Fashions (continued)



Admiral's dress sword of black metal and gold has regulation gold-braid tassels as decoration. Pin costs \$5. Dollar compacts and Navy belts are other popular sellers.



Strolling gobs with simulated pearls for heads and glittering rhinestone bodies sell for \$7.50 a pair. Below: anchor and rope pin of metal and rhinestones costs \$4.95.







## ~ THIS CHRISTMAS ~

OF ALL THE CHRISTMASES that most of us remember—this Christmas will be special and set apart!

FOR THIS YEAR, when the Christmas candles are lit and the trees are hung with ornaments and the carols sung, the Spirit of Christmas will walk abroad in an America that is newly aware of the tremendous, epic drama of today's history—an America whose people are bound closer than ever to each other by the anguish of the world across the seas.

ON SUCH A CHRISTMAS and in such a time, it is especially personal and especially fitting to give a year of LIFE—a gift of sharing with our friends and with those we love the whole vast complex of majesty and hope and tragedy and achievement that makes up the stirring times we live in.

AND THIS YEAR, LIFE is, in a sense, a two-fold gift—a magazine for today and a vivid, authentic record of the world at peace and at war that many of your friends will wish to preserve for their children and their children's children to pore over and study and understand.

★

AS AN INDUCEMENT to LIFE readers to enter their Christmas orders early, LIFE is now offering its subscribers and regular newsstand buyers

*A Special Pre-Christmas Rate of \$3.65*

And what comparable gift could you unearth for \$3.65? What other gift could fill so many hours for so many people with such interest and pleasure and understanding—as 365 days of LIFE for \$3.65?

★ **LIFE** ★  
★

Your own subscription may be entered now at this same special reduction from the regular \$4.50 rate—and a postage-paid order form is bound into this copy of LIFE for your convenience.



how a  
**BATH IN MERCURY** helps you bowl a better game!





Beside a bath of shimmering mercury, a Brunswick craftsman squints intently at a bowling ball floating in the liquid metal. To his educated eye, each slow movement tells a story of balance—tells where and how further finishing must be applied.

Through craftsmanship such as this, the ball will finally emerge a thing of exquisite balance and precision—a ball that will roll true to your direction and give you every pin you deserve. A ball worthy of the name, Mineralite! The favorite bowling ball of America.

● Order to your measure at all leading bowling establishments, credit jewelers, sporting goods stores, department stores, Brunswick Salesrooms. Your choice of 4 colors in regulation A.B.C. weights.

Mineralites are made to give years of service. This laboratory test assures correct resiliency—ability to withstand repeated battering and still roll true.

Copyright 1940 by The Brunswick-Balke-Collender Co.

**Brunswick**  
CUSTOM-FIT  
**MINERALITE BOWLING BALL**

## PICTURES TO THE EDITORS

### ROOSEVELT RESEMBLANCE

Sirs:

Paul Calvert, Los Angeles *Times* photographer, was quick to sense the striking resemblance between Franklin D. Roosevelt in a picture taken 20 years ago and Bruce Russell, *Times* editorial car-

toonist. Russell (right, below) is known throughout the country for his caricatures of the President. The cartoonist says he is anxiously awaiting 1960 to see if he will resemble the President as he appears today.

TOM LEWIS

Los Angeles, Calif.



### STREAMLINED K. P.

Sirs:

No longer do Army privates shudder at the mention of K. P. duty, the main task of which for years was peeling

spuds. Kitchen Police has gone modern with electric potato peelers, which ban forever the scene in the picture at left.

JAY FLORIAN MITCHELL

New York, N. Y.



### STRING SAVER

Sirs:

I am enclosing a picture of S. S. Stambaugh of Tulare, Calif. and a ball of string he began collecting in 1936. Started as a hobby, the ball now is 11 ft.

in circumference, weighs 525 lb. and if unwound would reach approximately 135 miles. Stambaugh says he has tied more than 2,000,000 knots.

BOB POULSON

Los Angeles, Calif.







## THE CHOICE OF THOSE WHO KNOW *Wines*

Gold Seal Champagne and Still Wines have stood the test of connoisseurs for 75 years. If you have not tasted Gold Seal wines, you have a treat in store.

Produced by the true French method of fermentation-in-the-bottle, Gold Seal Champagne for bouquet, flavor and effervescence is unexcelled.

Send for free booklet, "WINE WISDOM."

URBANA WINE CO., Inc., Urbana, Hammondsport, N. Y.

## GOLD SEAL NEW YORK STATE CHAMPAGNE AND STILL WINES

## FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

A Special Shave Cream—It Needs No Brush—Not Greasy!

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition, Williams, for 100 years makers of fine shaving preparations, has now developed GLIDER—a special cream for daily shavers. Without the usual soap base, it's a complete departure from ordinary shave creams. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly, gently your razor glides over your skin. Like a cold cream, Glider helps smooth, soften your skin and prevent chapping and roughness.

Free—tube of Glider. Send name, address today. The J. B. Williams Co., Dept. CG-23, Glastonbury, Conn. Offer good in U. S. A. and Canada only.



SINGLE  
EDGE  
15 FOR 25¢  
GUARANTEED BY THE  
MARLIN FIREARMS CO.  
NEW HAVEN, CONN.

## PICTURES TO THE EDITORS

(continued)

### GHOST GREASE

Sirs:

Miss Margaret West, handsome 17-year-old Ogden high-school girl, frightened guests at a recent Halloween party when she stepped into a darkened corridor—darkened except for a black light—which transformed her pretty face into a grinning skull. The transformation was done with vaseline, which becomes fluorescent under black light.

WELDON S. BURNHAM

Ogden, Utah



GIRL & SKULL-MAKING ESSENTIALS



BLACKLIGHT WITHOUT VASELINE



UNDER WHITE LIGHT WITH VASELINE



BLACK LIGHT REVEALS EERY SKULL

# Listen To The GLORIOUS GOLDEN TONE Of The New General Electric Radio



(Model J-805)

## Find Out How Far Radio Has Advanced

DON'T FAIL to ask for a demonstration of this new G-E Radio! Only by comparison with others can you appreciate the superb reception it gives you.

Here's new brilliance, new realism—the perfect reproduction of tone through a wide symphonic range.

Model J-805 (illustrated above) is equipped with Dual Beam-a-scopes (no aerial—no ground) for finer domestic and international reception—14-inch Dynapower Speaker—Super-Powered Chassis—Automatic Tone Compensation—6 Feathertouch Tuning Keys—Frequency Modulation Key (for use with FM Translator) and other plus-value features. Cabinet in two-toned American walnut and Stripe Sapeli wood veneers.

See and hear a G-E—and you'll buy a G-E!

EASY TERMS—LIBERAL TRADE-IN ALLOWANCE

LOOK TO G-E FOR  
THE LATEST IN RADIO



TOP VALUE—LOW PRICE!



MODEL J-54—A powerful Super-heterodyne in an attractive cabinet of mottled brown mahogany plastic. Built-in Beam-a-scope (no aerial—no ground). New type illuminated Visualux dial. Interesting louvre speaker grille effect. Also available in cabinet of ivory plastic.



Everybody Wants One!

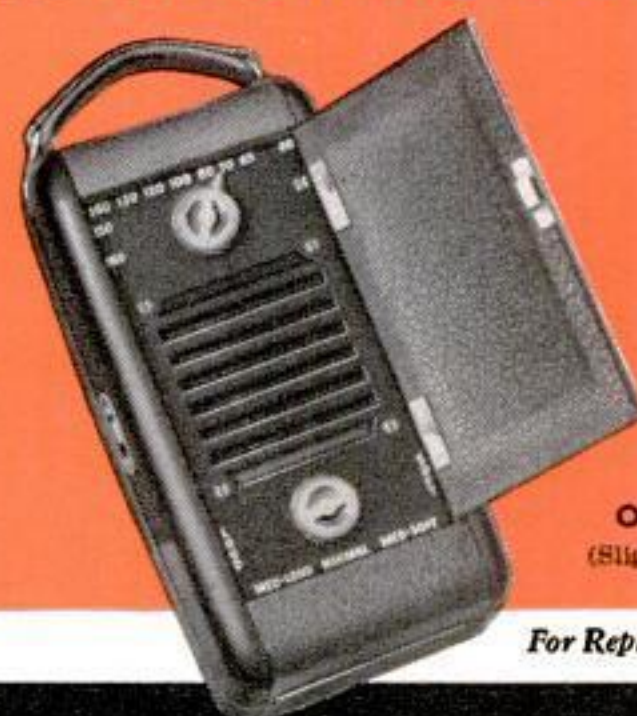
MODEL JB-410—You can take it with you wherever you go. Designed to resemble a small camera. Light in weight—only eight and a quarter inches in length. Remarkable tone. Long-life batteries. Case finished in simulated leather with dark maroon plastic trim.

## The Hit Of The Radio Season!

New  
Camera-Type  
Carryabout  
Radio

LIST PRICE

ONLY \$19.95 COMPLETE  
(Slightly higher in West and South)



For Replacements Specify General Electric Golden Tone Preferred Type Tubes

# GENERAL ELECTRIC



# GREAT PIPE OFFER

*plays repeat performance*

**Hurry, Men, don't miss this famous**  
**"GET ACQUAINTED with BRIGGS" BARGAIN!**

It's the same choice, "Park Lane" briar pipe... as last year's fast sell-out. And, remember, the quantity is limited. So, again, it's first come, first served. There is only one reason why Briggs can afford to repeat this great bargain "buy". We know that most men who really get to know Briggs Pipe Mixture like it... for life.



Genuine "Park Lane" Briar, perfect finish and balance. Heat-tested bowl exclusively processed and permeated with fine oils. Mouthpiece matches grain of wood. Removable triple filter assures continued sweetness. Supply limited. Act today!

**GENUINE "PARK LANE" BRIAR**  
**WITH TWO 15¢ TINS OF**  
**BRIGGS**  
**PIPE MIXTURE**

Briggs is a blend of blue ribbon tobaccos, time-mellowed extra long in oaken casks. Its flavor and fragrance win most men... at first pipeful. So act at once. Don't delay. Your money back, gladly, if you say so!

**All Yours**  
**for**  
**\$1.00**



**At your tobacconist...  
or mail this coupon!**

**ACT NOW, MEN**

Go to your tobacconist today. If he can't supply you, get this coupon in the mail right away. We guarantee quality of both pipe and tobacco... but quantity is limited. Tear out now as reminder... before you forget!

P. Lorillard Company (L-440)  
119 West 40th Street, New York City  
Enclosed is \$1.00 (check or money order for safety). Send me the special de luxe box containing 2 tins of Briggs and the genuine "Park Lane" briar pipe as advertised. This offer good in United States only!

Name \_\_\_\_\_

Address \_\_\_\_\_

Copyright, 1940, by P. Lorillard Co.

## PICTURES TO THE EDITORS

(continued)

### GROWING OWLS

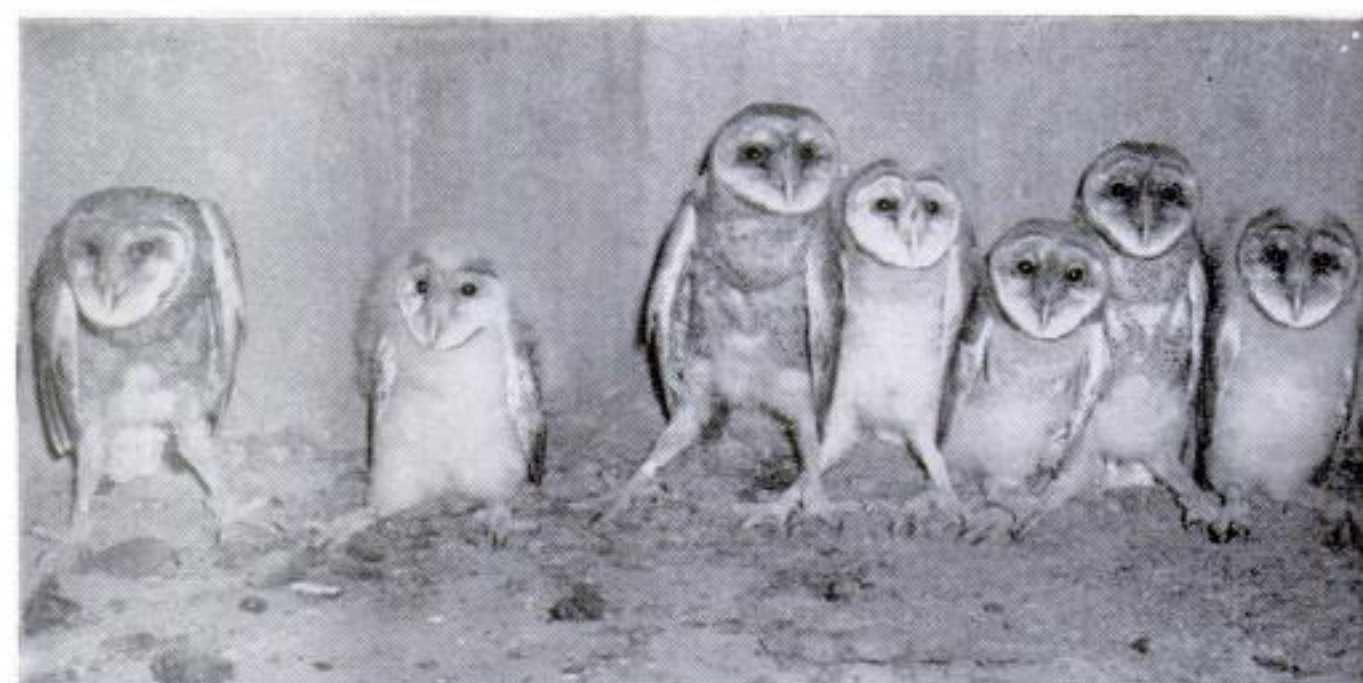
Sirs:

Here are photographs I took recently of seven baby barn owls and their mother in a grain-elevator loft at Godfrey, Ill. In the first picture the 2-weeks-old owlets, unable to stand, squat on their "heels."

A month old, the birds show wing feathers. At six weeks, the two standing are fully grown. After a wait of three hours I photographed the mother returning with a meadow mouse for her offsprings.

JOHN H. GERARD

Alton, Ill.



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# Convert from HAWAII

1. "I'm *malahini* as far as Canadian Club goes," a visitor to Honolulu writes. "But don't worry, because I'll be *kamaaina* before long. Lest you get the wrong idea, *malahini* means newcomer and *kamaaina* oldtimer, in the liquid language of the islands, I learned the first day I arrived."

2. "I happened to taste Canadian Club on a bet. An island friend of mine tossed a beach party in my honor, where the main sport was rocketing in from the reefs on giant surf boards. At first I held back. 'Go ahead,' Sam taunted me. 'And if you come back alive, I'll give you a drink of the best darned whisky you ever tasted!'"

3. "Man, oh man—what a thrill! Riding a roaring wave, we shot toward the beach so fast I felt sure we were going to sail right on up and knock the bottle out of Sam's hand. We didn't though, and was I glad! Because when Sam poured me my reward, and I took one sip, I burst out, 'Mnnn-mnh! Where has that flavor been all my life?' 'Right where you could have ordered it any time,' Sam replied. 'It's Canadian Club!' So—chalk up another American who's changed!"



## ENJOY A CHANGE—TRY CANADIAN CLUB!

Discover why America's biggest-selling Imported Whisky pleases all tastes!



WHY do *twice* as many Americans now drink Canadian Club as did a few years ago? Why have they changed to this rare, imported whisky?

The answer is in Canadian Club's utterly *distinctive* flavor—its all-round agreeable nature—that surprises and delights *all* tastes. Men themselves say Canadian Club is "*light* as Scotch," "*rich* as rye," "*satisfying* as bour-

bon." Yet it has a delicious flavor all its own.

In Scotland, as in U. S. A., Canadian Club is the leading imported whisky. It is a favorite in 87 lands. Discover why, for yourself. Just try this unusual whisky in your usual drink, and taste the pleasing difference. Start to enjoy Canadian Club today! Canadian Club Blended Canadian Whisky. 90.4 proof. Imported by Hiram Walker & Sons Inc., Peoria, Illinois.

IN 87 LANDS  
WHISKY-WISE  
MEN ASK FOR

*Canadian  
Club*

6 YEARS OLD

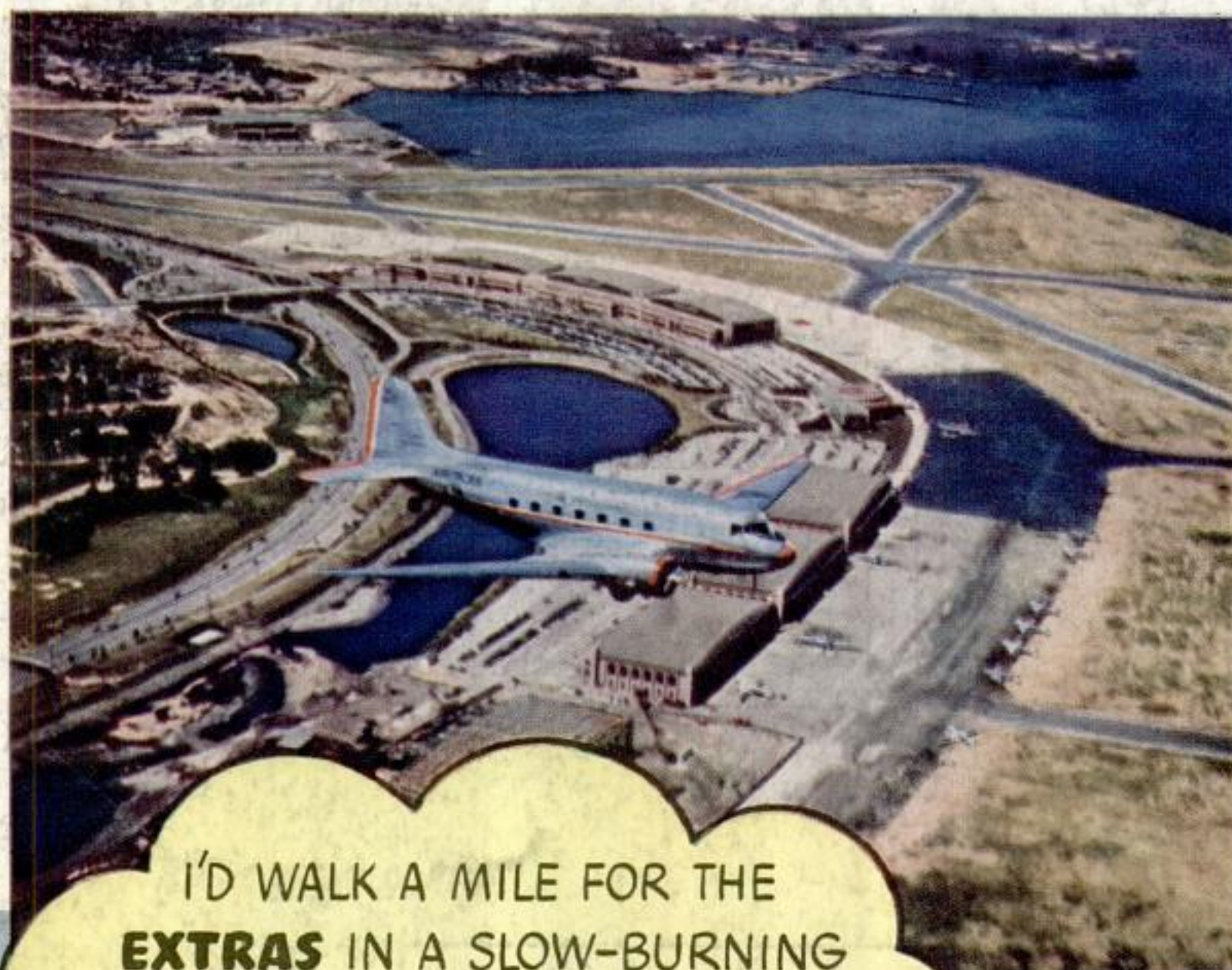




**YOU NEVER SEE HIM —  
BUT HIS EXTRA SKILL  
FLIES WITH YOU EVERY  
MILE!**

**WILLIAM H. MILLER**

*Flight Supt., American Airlines*



I'D WALK A MILE FOR THE  
**EXTRAS** IN A SLOW-BURNING  
CAMEL. CAMELS ARE EXTRA  
MILD, BUT THE FLAVOR'S ALL THERE  
— **EXTRA** FLAVOR



**T**HE ARMCHAIR above is his cockpit — but Bill Miller flies as many as 100 planes a day. North, south, east, and west from New York's LaGuardia Field (*air view upper right*) his radio control-room directs the flying course of *American's* giant flagships.

Flier, navigator, engineer, traffic executive all in one — yes, flight superintendent Bill Miller is a man with the extras — a man who *gets* the extras, too... the extra pleasure and extra smoking in slower-burning Camels.

For Camel's costlier tobaccos and slower way of burning give you more than mildness — they give you extra mildness and coolness with a flavor that holds its appeal right through the last extra puff. Slower-burning Camels also give you extra smoking per pack (*see right*).

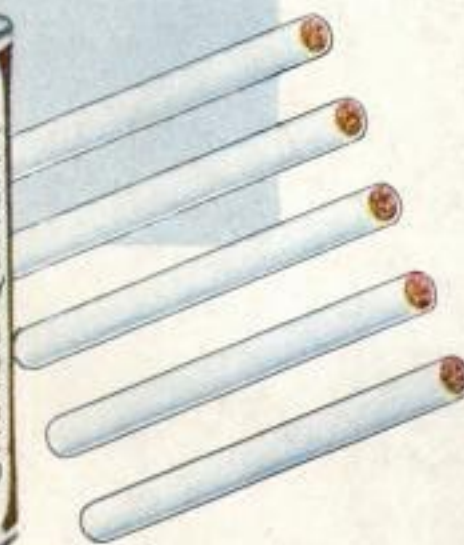
**EXTRA  
MILDNESS**

**EXTRA  
COOLNESS**

**EXTRA  
FLAVOR**

In recent laboratory tests, Camels burned 25% slower than the average of the 15 other of the largest-selling brands tested — slower than *any* of them. That means, on the average, a smoking *plus* equal to

**5 EXTRA SMOKES  
PER PACK!**



**GET THE "EXTRAS" — WITH SLOWER-BURNING CAMELS**  
**THE CIGARETTE OF COSTLIER TOBACCOS**

Copyright, 1940, R. J. Reynolds Tobacco Co., Winston-Salem, N. C.